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## ANIME, MANGA, VIDEO GAMES —

A Japanese pop culture epidemic in America

SPECIAL INTERVIEW

Satoshi Kon

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CHOPSTICKS™ NEW YORK

[September 2008, Vol. 017]

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Photo by Mikio Kurokawa

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As a good indicator of the recent art-oriented and international minded culture among the younger generation, Yokohama Triennale 2008, an international art show, displays the latest art works from September 13 to November 30. This time, the event is themed as "time crevasse" for timeless and intercultural capacity of art.

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# THE MOST IMPORTANT STANCE FOR ME AS A DIRECTOR IS TO CONTINUOUSLY KEEP ASKING OF THE IDEAS, "SO WHERE DO YOU WANT TO GO?" —— SATOSHI KON

SATOSHI KON *Born in Kushiro, Hokkaido. After leaving Musashino College of Arts, he started working in the manga industry. His first anime project was Rojin Z, whose writer and mechanical designer was Katsuhiro Otomo (Akira). Kon also worked with first rate animators, including Mamoru Oshii (Ghost in the Shell) and Koji Morimoto (The Animatrix). In 1997, he directed his first animated feature film Perfect Blue, which deals with a murder mystery in the pop music industry. Although his material varies from project to project, he always cuts into the ambiguity and contradictions of social issues. His other feature films include Millennium Actress, Tokyo Godfathers, and Paprika. His 13-episode 2004 TV series, Paranoia Agent, grapples with today's Japanese society which is full of uncertainty and fraught with unpredictable danger.*

*Among the most critically acclaimed Japanese animation directors who enjoy international fame, Satoshi Kon's keen eyes especially sparkle when he is digging into social issues and original ways of representing fantasy and reality in images. This past June, he visited New York to attend the film series "Satoshi Kon: Beyond Imagination" at the Film Society of Lincoln Center and the "ANA Nippon Eiga" series. He chatted with Chopsticks NY and revealed his attitude toward making animation.*

**Your current works deal with a variety of themes and topics, but where does your creativity and inspiration come from?**

I wonder if it's a trend or what... Whenever I am interviewed abroad, I always get many questions asking things like "Where did that image come from?" or "Where did that idea come from?" It sounds strange to me. For example, when somebody finds a piece of clothing that he likes and goes to buy it, do you usually ask him "Where did that idea come from?" I don't think so. So, I can only imagine that maybe this way of thinking is a general cultural difference, but speaking for myself, I have never thought this way. So if you ask me the source of something, it really causes me problems. If you like to know how each time I decide the movie's topic and materials, I'd say "I myself don't know." But let me try to express it. Suppose there is a black box inside of me. It's possible to physiologically or logically deal with what is being outputted from this box, but I can't mess with what is going on inside. I think if I forced myself to open the box, perhaps the creativity would disperse like mist. Therefore, I think a more correct direction to take is to say that for some reason there is an idea or image that concerns me and this comes first. Then, I want to find why it concerns me and this is why I make movies.

**So recently what has coocerned you?**
How to get rid of this belly [laughs]! Just joking. I don't know if this relates directly to movies, but I am really concerned about people who murder indiscriminately and their composition, as typified by the mass stabbing incident that took place in Akihabara*. To put it briefly, this was not the first incident of its kind, there were others like it before. The perpetrators were all people with pretty much the same profile, and moreover they all said the same thing in regard to their victims when arrested: "It could've been anyone." But the truth is I now have a hypothesis that anyone could have done as the perpetrator as anyone could have been a victim. I don't particularly think that society or their parents or education are to be blamed. For the perpetrators of all the incidents my basic stance is that it was their own faults, but in saying "You are to blame" I don't have a clear sense of who that "you" is. When looking at profiles of the perpetrators who are more like symbols than human, I come to think that they lack individuality to such an extent that it could have been anyone.

**I think that double structures make up many of your works. Do you prefer this kind of concept or is it just via this mode of expressioo that you are better able to communicate what you are trying to say?**
Primarily, it is simply that this world is composed of multiple structures and I think that I bring that construct in to express that. Also, rather than thinking of intentionally incorporate multiple structures, it is more a feeling of reconfirmation while in the midst of making something I find interesting and thinking, "Oh, this is how the world is after all!" If logic takes over here the vital energy of the movie becomes easily lost, so I try to help the idea go in the direction it wants as much as possible. It's like I'm taking care of the idea's vital energy while trying not to get in the way of its potential power. From start to finish, the most important stance for me as a director is to continuously keep asking of the ideas, "So where do you want to go?" I don't have any intention to push. But it was me who thought of the ideas so when someone says to me, "That was your idea, right?" I might think so but that's not the case. In English the word "creator" is commonly used, but I am not. I do not create, but more correctly I generate. "It turned out this way" is a more natural way of expressing it than "I made it this way." It is not a matter of my will making something a certain way but rather me catching how an idea or the issue before my eyes wants to play out. As a result, my basic stance is to facilitate this process.

**Io a live-actioo film, there is room for the actors' individuality to be infused in the characters, hut an animatioo director cootrols all aspects. So you can play god over the film, hut how do you view this role?**
There is a danger in that. Therefore, I firmly abide by the stance of listening to the work's voice. If I took over, it would probably be the end of things.

**Computer graphics have really developed and oow it is easier than ever before to express things in a gorgeous way. Are you one to skillfully incorporate CG or are you a skeptic?**
That doesn't depend on me but on the film's budget. No matter what there are always budgetary, time and human resource limitations. It's a matter of analogy. No matter how big the budget and the production size are, constraints on them are always there. As soon as you begin to look at constraints as obstacles, the project would be torture for you. On the other hand, if in this kind of work there are no obstacles, you would probably get lost. In this interview, there is the obstacle called "questions," which is a constraint I can put within myself, and that is why the answers somehow float to the surface. In the same way, if I am told that I can make whatever I like out of a completely blank space, I become unable to work. It is because of constraints that I am able to generate. However, I cause problems in regard to most of them [laughs].

**Really?**
Yes. To give a concrete example, causing the schedule to be delayed [laughs].

**I heard that you are also very particular about sound.**
I don't have a way of thinking like, "This time I want to use this kind of sound." As I am making frame after frame, I constantly ask the animation that I'm working on, "What kind of sound do you make?" As part of my basic stance, my way of thinking is to try as much as possible to hold back from attitudes like "I am this way" or "I want to do this." However, the one thing I am firm about is using Susumu Hirasawa for music. I am very strict about using no one else's music but his.

**It fits perfectly?**
Yes. It's not that I'm choosing Mr. Hirasawa's music but that I begin from the image of his music. If I give in on this, I lose the image of the music as a whole. As expected, I always listen to his music regularly so it becomes the default music for my movies.

**One last questioo hut do you have a place in Japan or a certain Japanese experience that you recommend for Chopsticks NY readers?**
Be careful in Akihabara [laughs]! I guess that's not very witty. Ok, if Chopsticks NY readers go to Japan I would recommends that they enjoy our izakayas (pubs). It's a culture that we can boast to the world about. There is no rule for enjoying food and drink there. You don't have to worry about the order in which you eat, and there are so many types of food that you can choose from! An izakaya is a down-to-earth, unspecialized restaurant with something for everyone. It's a place where you can enjoy the aspect of Japanese culture which embraces everything. Definitely try the edamame (boiled soybeans). Edamame with beer is a divine combination. Anyway, to summarize: check out an izakaya in Akihabara!

—— Interview by Noriko Komura

*Akihabara indiscriminate attack: On June 8, 2008 a 25-year old man drove a rented truck into a pedestrian area and began randomly stabbing people with a knife in Akihabara, a popular commercial area in Tokyo famous for electric products. Seven were killed and ten injured.

*Paprika* ©Sony Pictures / Photofest

## Satoshi Kon's past films and videos

**Perfect Blue (1998)**
**Millennium Actress (2001)**
**Tokyo Godfathers (2003)**
**Paranoia Agent (TV series) (2004)**
**Paprika (2006)**

Travel

## JAL's new amenity: Ultimate relaxation on long flights

Staying still for 13 hours is agonizing for anyone, and unfortunately that's what you have to endure during the flight between New York and Japan. Japan Airlines (JAL) sheds a new light on this enabling you an ultimately comfortable long-flight by introducing the new 777-300ER aircraft equipped with innovatively designed seats and facilities on US routes.

The JAL Suites in the first class section of this new aircraft becomes 20% more spacious than the airline's current seat in first class. It features a seat upholstered in leather with 5-inch wide, thickly padded armrests reminiscent of a traditional armchair. At the touch of a button, the armrests smoothly retract as the seat converts into a full-flat bed. Also, passengers are provided with BOSE noise-canceling headphones and they can enjoy numerous entertainment programs on their own personal 19-inch TV screen in the completely private space.

JAL's Shell Flat Neo Seat in Business class, reclines further to an angle of 171 degrees, and its seat pitch and width have both been increased as compared to the current model. Their 15.4 inch personal TV screen is one of the world's largest screens available in international business class.

JAL Premium Economy equips the seats with 20 % more legroom than JAL's economy class seat, and the shell-shaped sliding seat-back design ensures that passenger's private space is maintained throughout the flight, undisturbed even when the seat in front is reclined. Also, amenities provided in this class are the same as those supplied in business class.

The 777-300ER aircraft started operating flights JL05 and JL06 every other day on the Tokyo-New York route (JL01 and JL02) on August 1, going daily on August 11, followed by the Tokyo-San Francisco route on September 13. Tokyo-Chicago and Los Angeles routes will begin on April 1, 2009.

From Japan

## May The Force Be With You: The Legendary Characters for Desktop

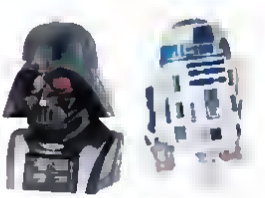
Don't consider that all Star Wars geeks are only Americans. Since 1977 when the first installment of Star Wars was distributed to Japan, Star Wars has conquered the edgy Japanese sub culture with all the Star Wars products you could imagine from the US market – figures, Coca Cola's crown caps, Pepsi's pet bottle caps and you name it.

Prior to the new animated Star Wars film, The Clone Wars, Darth Vader and R2-D2, the legendary characters from the movie series, will now be sitting right next to your computer. These are Star Wars themed USB hubs produced by a Japanese computer accessories manufacturer from Tokyo, and they are already receiving reservations for these products.

When plugged into the computer, Darth Vader's eyes light up red, he turns his head with the iconic breathing sound. Light saber sounds let you know when something is plugged into the port. R2-D2 makes cute moves and click sounds with his blue eyes lit. These noises and moves come out of the USB ports every three minutes while working on your computer.

These products certainly became a huge hit in the midst of the Star Wars fever in Japan from the Star Wars Celebration Japan, the special Star Wars event featuring live interviews with actors, special guests and performances. These products debut at the souvenir shop on the opening day of the event at 7,140 yen (about $65).

Not only for devoted fans but also for character geeks and those who just need charms around the computer, these two beloved characters will accompany you during many hours in cyber space.



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Product

## Ice Capsule: Redefining Fresh for Your Fridge

Ice Capsule is a revolutionary new refrigerator that doesn't freeze food but instead combines sub-zero temperatures with an innovative electrostatic field to preserve its original state without deterioration, discoloration, or the loss of even a hint of its original flavor. The electrostatic energy helps prevent the proliferation of bacteria to maintain food's freshness, taste and appearance. For meat, fish and fruit, all food stored in the Ice Capsule for as long as a month looks just like the day you bought it. Also, as opposed to traditional freezing there is no drip effect when you take the food out.

One might think that this technology would require extra energy, but Ice Capsule is incredibly efficient and energy costs are the same as for a regular refrigerator. Because food stays fresher longer, there is less waste and more savings. As you are not opening your refrigerator or freezer to items that are no longer edible, one can save hundreds of dollar a year in food waste alone.

*30 days in Ice Capsule*

*30 days in conventional refrigeration*

*For aging meat, Ice Capsule prevents its discoloration and proliferation of bacteria and mold while preserving freshness and improving tenderness and texture.*

Applications for the Ice Capsule are not just in regard to food, but have been employed in the medical and transportation fields as well. For the former, this technology is useful in areas such as kidney transplants, and for the latter it can be used for shipping purposes. Currently Ice Capsule is only available for restaurants and businesses, but a household version is being developed in response to the huge demand from consumers who have seen how the product works and want it in their homes.

**YDNY**
57 E. 11th St. 3rd FL., New York, NY 10003
TEL: 212 228-0223 / www.icecapsules.com / Contact: yoshi@ydny.com

Book

## Irreparable crime: a story of adolescence in contemporary Japan

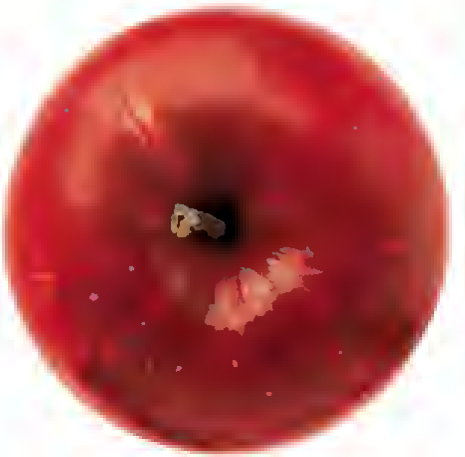
Her fourth work of fiction translated into English, Natsuo Kirino's frighteningly seductive novel **Real World**, draws her audience into the tortured and misunderstood lives of teenagers in contemporary Japan. Strongly influenced by Japanese authors who wrote during the post-war period of upheaval and disillusionment, Kirino continues their tradition of social critique. She gives a striking voice to the subaltern, articulated in Real World as Japanese adolescents alienated in contemporary Japan, a space that is in the thralls of an intergenerational war of values.

Real World centers on a horrific crime perpetrated by a teenage boy against his mother. The crime is shocking, considering the wave of similar crimes reported recently in Japan. Similar to her gruesomely realistic and highly acclaimed previous novel, Out, Real World transcends the boundaries of the fantastic to the relevant.

The central murder in Real World brings together five teenagers, each explored from the first-person perspective. The novel begins at the banal pace of a typical teenage drama. However it quickly develops into an intimate portrayal of children in Japan affected deeply by the collapsing family system and the schism between their reality and the perceptions of parents.

Kirino explores the world of teenage girls, one filled with trepidation of a future circumscribed by the education pressures of their parents, a yearning for passion and risk separated from consequence and conscience, and above all the desire to be understood. Real World leaves the reader with the unsettled sensation of despair that is haunting well after the final page.

**Real World**
By Natsuo Kirino
Translated by Philip Gabriel
Published by Alfred A. Knopf



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# ANIME. MANGA. VIDEO GAMES —
## A JAPANESE POP CULTURE EPIDEMIC IN AMERICA

## MANGA IN AMERICA: FROM YESTERDAY TO TOMORROW

*By Mari Morimoto, manga translator*

### Beginning and Developing Period

Manga, or Japanese comics, have definitely come a long way in the United States. Although translated anime television series were already airing in the 1960's, other than the one-shot American-drawn Astro Boy in the mid-1960's, the print medium lagged behind. The first direct from Japan title appears to have been Keiji Nakazawa's semi-autobiographical Barefoot Gen, about the Hiroshima atomic bombing, in 1978.

The mid-1980's saw the first wave of translated manga, with the birth of full-time manga publisher VIZ (Naruto) and translation company Studio Proteus (Ah! My Goddess). Their early works were printed in American format: thin single-story "flipped" issues which read left to right, in collaboration with each other (Nausicaä) and American publishers such as Dark Horse (Appleseed) and Eclipse Comics (Area 88). They also competed with lots of anime- and manga-based and/or inspired American comics (dubbed "Amerimanga") (Ninja High School, Elfquest). The explosive growth of licensed translated anime and the comics industry slump in the early 1990's allowed manga to grab a bigger piece of the market and a fresh, younger audience eager for more product.

Thus, the mid-1990's led to manga's second wave, with several new publishers popping up. One in particular, TOKYOPOP (Fruits Basket), drastically transformed the industry by only publishing in the original (right to left) Japanese format, directly releasing graphic novels, and marketing to female readers by licensing shojo or girl's titles, forcing other publishers to hastily follow suit. Other new phenomena were "how to" books on drawing manga style, and bilingual manga that contained both Japanese and English text, some aimed (Mangajin magazine) at English-speakers (mostly businessmen) trying to learn Japanese, but others (The Tale of Genji, Kodansha International) reflecting a wise marketing strategy by Japanese publishers.

*Barefoot Gen is one of the translated manga. It was first released in 1972 in Japan and came to the US in 1978*

### The Latest Trends

The third and latest wave began about five years ago with another surge in new publishers, including divisions of existing anime, comics, and prose publishers such as ADV Manga (Azumanga Daioh) and Media Blasters (Pilgrim Jager), CMX/DC Comics (Emma), and Del Rey Manga (Negima!) and Yen Press (Soul Eater), respectively. More Japanese publishers, such as Broccoli Books (Di Gi Charat Theater), got directly involved in the American market as well, with Kodansha USA the latest, announcing this July that it would launch a manga line.

Imported titles are also reflecting a wider range

### *BEST (TRANSLATED) MANGA YOU OUGHT TO READ*

| *Title* | *Author* | *Publisher* |
|---|---|---|
| *Afterschool Nightmare* [girl's horror] | *Setona Mizushiro* | *Go! Comi* |
| *Antique Bakery* [yaoi] | *Fumi Yoshinaga* | *Digital Manga Publishing* |
| *Barefoot Gen* [atomic, historical] | *Keiji Nakazawa* | *Last Gasp* |
| *The Drifting Classroom* [horror] | *Kazuo Umezu* | *VIZ Media* |
| *The Embalmer* [women's drama] | *Mitsukazu Mihara* | *TOKYOPOP* |
| *ES: Eternal Sabbath* [sci-fi] | *Fuyumi Soryo* | *Del Rey Manga* |
| *Happy Mania* [women's comedy] | *Moyoco Anno* | *TOKYOPOP* |
| *JoJo's Bizarre Adventure* [action] | *Hirohiko Araki* | *VIZ Media* |
| *Kaze Hikaru* [girl's historical] | *Taeko Watanabe* | *VIZ Media* |
| *Lone Wolf and Cub* [classic, historical] | *Kazuo Koike* | *Dark Horse* |
| *Maison Ikkoku* [everyday life, comedy] | *Rumiko Takahashi* | *VIZ Media* |
| *Me and the Devil Blues* [fictionalized biography] | *Akira Hiramoto* | *Del Rey Manga* |
| *Monster* [suspense] | *Naoki Urasawa* | *VIZ Media* |
| *Nausicaa of the Valley of the Wind* [sci-fi, environmental] | *Hayao Miyazaki* | *VIZ Media* |
| *Nodame Cantabile* [women's drama, music] | *Tomoko Ninomiya* | *Del Rey Manga* |
| *Ouch 'tte Kanji!?* [yuri] | *Rica Takashima* | *ALC Publishing* |
| *Sanctuary* [crime, politics] | *Sho Fumimura & Ryoichi Ikegami* | *VIZ Media* |
| *To Terra* [classic, girl's sci-fi] | *Keiko Takemiya* | *Vertical* |
| *With the Light* [women's autism] | *Keiko Tobe* | *Yen Press* |

*— and all titles by "Father of Anime and Manga" Osamu Tezuka (Dark Horse, Vertical, and VIZ Media)*

of genre and decreasing lag time from their original Japanese publication date. Both boutique and mainstay publishers tap into the yaoi or "Boy's Love" craze [Antique Bakery] that went from fan-fiction subculture to mainstream in Japan. In the 1990's manga with gay male content from platonic to graphic, drawn by women for girls and women. Yuri or "Girl's Love" material [Rica 'tte Kanjil?], manga with lesbian content aimed mainly towards women (not to be confused with pornographic manga targeting a straight male audience), also hits American bookshelves.

As it has gone mainstream, there is increasing crossover between manga and American comics, with giants Marvel and DC Comics commissioning works from Japanese artists [Uncanny X-men], and transplanted Japanese and/or non-Japanese creators collaborating on "Amerimanga", now called OEL or

*Atsushi Okubo's popular fantasy manga, Soul Eater, is somewhat like a darker version of Harry Potter. The anime series still currently airing on Japanese television.*

Original English-Language manga, for a growing list of publishers [Boys of Summer, Dramacon]. There are even a few non-Japanese artists whose works are being printed in Japanese serials. The newest bicultural partnership announced in April involves legend Stan Lee working with Shaman King creator Hiroyuki Takei on an original Japanese title [Ultimo].

And in addition to previous tie-ins between manga and other media such as video games and anime in Japan, there are a rising number of manga-based live-action television series and especially movies in both countries [Speed Racer, Dragonball].

*American Comics legend Stan Lee and Japanese manga artist Hiroyuki Takei pair up to collaborate on the manga Ultimo. It will debut in North America in the September issue of English SHONEN JUMP magazine.*

## CELEB CHAT #1

# T.M. Revolution

**Would you tell me about the specific manga and anime that drew you in so much?**

Living in Japan naturally provides numerous chances to watch anime and read manga, and I have enjoyed such an environment. Among a tremendous number of titles I'd say I've gotten the strongest impact from the "Mobile Suit Gundam" series, which I believe has attracted an American audience as well. When I was a kid, I never dreamed that I would be able to get involved in the project such an intense way. If my childhood self could know this, he would be blown away. I can easily imagine that

**Can you pick three titles you like best?**

Hmm, you are torturing me. Well, now I'm invited to do live performances at Comic Conventions in the US, so if I think from this perspective, the one that opened the door for this big chance I think is "Rurouni Kenshin (The Wandering Samurai)." It's really hard to rank them, but again I must pick the "Mobile Suit Gundam" series. I generally have a strong attachment to the projects that I work for, so the series from the beginning to the latest episode occupies a huge part in me.

**What kind of manga and anime do you recommend to US readers?**

There must be many that require a certain knowledge of Japanese culture in order to truly appreciate their contents. But it is also true that there are many Japanese anime, such as the Gundam series, that deal with universal themes. So it would be easier to find some works that are thematically universal. On the other hand, I was surprised to see that many non-Japanese in the US enjoyed the ones which have completely traditional Japanese backgrounds. A good example is "Naruto." Considering this, I guess my previous suggestion sounds somewhat shaky [laughs].

**Defining what is universal and what is unique is difficult, indeed.**

You are right. I think of the anime that started earlier this year in Japan that I provide the opening theme song "Soul Eater" for. It depicts a completely fictitious world, neither Japan nor America. There are gunslingers, sword fighters, etc. That's a true fantasy. I think this anime contains a lot of factors that each viewer who has a different background can relate to. So I recommend it to non-Japanese audiences, too. Alternately, the anime "Darker Than Black," which I also provided the song for last year, created the atmosphere of contemporary Tokyo. So it might look interesting to people living outside of Japan.

**"Soul Eater," "Darker Than Black"--both titles sound scary. What age range is their target audience?**

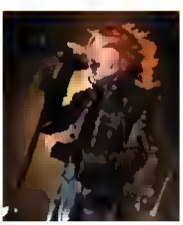
It cannot be summarized so easily, to tell the truth. "Soul Eater" is broadcast in the evening slot and aims to attract a younger audience. But "Darker Than Black" is created to appeal to both the younger fan and the anime-savvy audience like us, who have grown up with anime and manga. So they intentionally put this anime in the midnight broadcasting slot.

**Anime in the midnight broadcasting slot?**

Yup! Just for your information, "Soul Eater" runs in the evening slot as I said, but after a few days, a midnight re-run version with new additional scenes is on air. It's a new programming strategy.

**You won't do voice acting any more like you did in the "Gundam SEED" series?**

Oh, that was a truly exciting experience. I feel honored to have been able to do that, really. But what made me most happy is that the director and the production staff enjoyed collaborating with me. In the beginning, the director was a fan of my music, and he gave me a chance to sing the opening song. Then things developed into those collaborations. (The director created a role specifically for T.M.Revolution in "Gundam SEED Destiny.") It's great to know that my music was a driving force for their creativity, and I wanted to return something to them. This is why I accepted the offer of voice acting. But to be honest, I feel a little embarrassed.



*©DIESEL Corporation*

**I see. Everything is connected like a chain.**

In my creation process, I often work with friends and people I got to know through jobs and music projects. And most of the time, something springs out from there naturally, like "Let's do that," or "Try this out." It's not limited to the music field. It could be craft design or graphic design. It is fun and fulfilling that my output leads to something new. It's hard, but I enjoy that.

*T.M.Revolution Born in Shiga, Japan, Takanori Nishikawa made his debut in the pop music world as T.M.Revolution (short for Takanori Makes Revolution) in 1996. Over next six years, he would develop a massive following in Japan, with his fanbase turning international in 2002 with the release of "INVOKE," the theme song to the epic anime series Gundam SEED. T.M.Revolution has built a global fanbase and performed at major anime conventions in America.*

*Culinary manga is a popular genre in Japan. Oishinbo, one of the vanguards of this genre, is still going strong even after 25 years. The English edition will finally be released in the U.S. from VIZ Media later this year.*

### The Future of Manga & Anime in the U.S.

So what's next? The internet, in the form of illegally uploaded material, has dealt the anime industry a severe blow in both Japan and America. However, it does not seem to be affecting the manga market as much yet, perhaps because readers still prefer flipping through actual pages. It has even provided the industry with new opportunities in the form of online manga, and manga for cell phones and portable game systems. I just hope that American publishers will take care not to glut the market or succumb to a "quantity over quality" philosophy. Further streamlining the adaptation process to allow for near simultaneous releases in both countries may help with sales, too.

In Japan, manga represents a third of the entire publishing market, if not more. There are manga aimed at all genders and age groups from preschoolers to the elderly, and covering every prose genre including everyday life [Maison Ikkoku], business and politics [Sanctuary], and even sports [Prince of Tennis], games [Hikaru no Go], and cooking [Kitchen Princess], in addition to categories such as comic strips [Azumanga Daioh] and adaptations of prose literature [The Tale of Genji]. While still behind compared to Japan, I am happy to see regular folks reading translated manga on New York City subways, more books and manga related events at both local libraries and bookstores, and classic, older manga [Osamu Tezuka's works] released in English.

[NOTE: For those of you curious to explore manga further, there are growing manga tracks at comics and anime conventions everywhere, including local ones such as New York Comic Con, New York Anime Festival, and Anime Next, plus the first manga focused American convention, Manga Next. Please check out the suggested reading list on the first page as well.]

*Mari Monmoto, DVM, is a big city veterinarian by day, freelance manga translator by night, and interpreter and panelist at several anime conventions and other local events on occasional weekends. For the last 14 years, she has been blessed with the opportunity to work on many of VIZ's top titles, including Maison Ikkoku, Dragonball, and Naruto. Since 2006, she has also worked on the Del Rey Manga title Dragon Eye, and was a research assistant on Jason Thompson's Manga: The Complete Guide.*

## CELEB CHAT #2

# Halcali

**Tell us about your favorite manga and anime.**

**Halca:** I used to love watching "Sailor Moon" when I was little. I was not even in elementary school when I started watching it; it was a part of my childhood. I used to think she was so cute.

**Yukali:** Yeah. She was like our idol.

**Halca:** Yup. She was cute, but also had this power to save the world; sort of — that was the story of "Sailor Moon", right? (laugh)

**Yukali:** Yup. (laugh)

**Halca:** (laughing) They all had the same uniform but in different colors. It was adorable. I used to enjoy cosplaying, wearing the Sailor Moon dress when I was younger. In terms of manga...

**Yukali:** Maybe "Azuki-chan"?

**Azuki-chan? What kind of character is she?**

**Yukali:** She's not very cute. Most main characters in manga are really cute, but not Azuki-chan. She was sort of clumsy.

**Halca:** Azuki-chan was the first manga I owned. I gave my grandpa chocolate for valentines day when I was in elementary school. In return, he bought me manga. That was the first time I came across Azuki-chan. At the time, I was very little, so I saw Azuki-chan as sort of like an extension of a children's picture book.

**Yukali:** As for manga... Let's see...

**Halca:** Maybe Gokinjo Monogatari? (Neighborhood Story)

**Yukali:** "Gokinjo Monogatari" was an animation written by the same author of "NANA". I also loved watching Anpanman. (A story about a hero whose face is made of bread stuffed with sweet beans) I mean he tears his face off to save a hungry kid! In retrospect, it was a really surreal story, but as a kid, I used to think he was so heroic. He was really kind, too.

**Halca:** Well, what do you expect? His "only friend is love and courage." (Quoting from the theme song)

**Yukali:** Still, I was really taken with it when I was a kid. I also used to go see "Doraemon" movies. I used to sob so bad watching it. If I saw it now, I think I still would.

**How about manga?**

**Yukali:** I read lots of manga, but I'm trying to think what I read most recently. Maybe "Solanin?" It's a story about just ordinary day-to-day life, but there are subtle sentiments in the story. But I really like the author Ai Yazawa who wrote both "NANA" and "Gokinjo Monogatari." I think I've read all of her work.

**If you were an anime character, who would you be?**

**Yukali:** Geese, that's a hard one. I'm not a very dramatic person. I've been called Jaiko, actually because I love barrett caps, and because of my hairstyle. They actually call me Jaiko a lot.

**Manager:** Jaiko has a very kind heart, too.

**Yukali:** That's right! She's an artist. That's why she wears a barrett.

**Halca:** Eri me.

**Yukali:** What about Benzo-san in "Kiteretsu"? Because you have terrible eye-sight.

**Halca:** Benzo-san? But it's kind of hard for the readers to picture.

**Yukali:** That's true. Benzo-san is probably not a major character in the U.S. You'd have to really be an anime geek to know him.

**Halca:** Oh yeah! I think I'd go with Arale-chan (from Akira Toriyama's "Dr. Slump").

**Yukali:** KEEEEEN! (Making Arale-chan's SF) There you go! You have a similar energy.

**What are some of the similarities between HALCALI and animation?**

**Halca:** I think it's the comical, small animal-like movements. The gestures that seem easy to imitate but are not when you actually try it.

**How did you feel performing at anime convention?**

**Yukali:** Because it was an Anime Fest, lots of people didn't know us. And many people were cosplayers, so we had lots of fun. It was like we were the audience watching all these crazy cosplayers.

*Halcali: A female hip-hop duo from Tokyo who debuted in 2003. Combining their first names, they named their unit Halcali. They have released three albums in Japan, and have been participating in international events and shows in the USA and France. Their single, "Tip Taps Tip" is the theme song for the anime, "Psalm of Planets Eureka Seven."*
*www.halcali.com*

# FROM ENTHUSIASTS TO GENERAL USERS THE COMPUTER GAME MARKET IN JAPAN

The computer game market in the US seems headed towards high end games and mixed media distribution, but its Japanese counterpart does not exactly mirror this trend. Video games in today's Japan are shifting to attract a variety of users that includes elderly people, females, and younger children--all groups who have typically not cared about video games very much.

Look at the latest hardware sales in Japan. According to the data released from the Japanese game magazine publisher ENTERBRAIN, INC. (www.enterbrain.co.jp), domestic sales of game platforms in July were led by the Sony PlayStation Portable (PSP), which sold 256,700 units, and followed by the Nintendo DS Lite, which sold 217,600 units. The Nintendo Wii sold 171,800 units, and in fourth place was the Sony PlayStation 3 (PS3) at 54,800 units. The Sony PSP has been the winner for five consecutive months. As this implies, the portable handheld platform prevails against the desktop-type platform. This portable platform definitely fits the Japanese commuting lifestyle (reading manga and playing with cell phones on subways and trains, for example). Nintendo's DS Lite is notable for its "touch pen function," which allows the player to use a pen to navigate and participate in the game. This has not only made it easier to handle the console but has also created new types of content such as "Bimoji Training," a surprising hit for DS Lite that teaches users how to write Japanese and Chinese characters beautifully. DS Lite has lots of educational software, and this has naturally led to expanding user demographics.

Although high-end products for enthusiastic gamers still dominate the weekly software sales rankings as indicated below, the highest ranked titles in 2007 included non-regular games. "Wii Sports," "Wii for Beginners," and "DS Brain Training." This year has already seen many unique new titles such as "Daigasso! Band Brothers DX," which allows the user to orchestrate and even compose music, and "Derby Stallion DS," which allows players to raise their own horses and race. With such variety and high quality, Japanese games continue to offer fun surprises.

## WEEKLY GAME SOFT SALES RANKING IN JAPAN (July 28-August 3)

Data provided by ENTERBRAIN, INC

| Rank | Title | Platform | Genre | Maker |
|---|---|---|---|---|
| 1 | Phantasy Star Portable | PSP | RPG | Sega |
| 2 | Rhythm Paradise Gold | DS | Action | Nintendo |
| 3 | Dragon Quest V | DS | RPG | Square Enix |
| 4 | Soniclibri IV | PS3 | Action | Namco Bandai Games, Inc |
| 5 | Live Powerful Pro Baseball 15 | PS | Action | KONAMI |

Coming up in CHOPSTICKS

| | |
|---|---|
| October (9/26) | **Japanese Drinks** |
| November (10/24) | **Party at Japanese Restaurant** |
| December (11/28) | **Gift and Souvenir, Winter Gourmet** |

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or E-mail: **adsales@chopsticksny.com**

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AND QUENTIN TARANTINO
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SUKIYAKI
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RESTRICTED
STRONG VIOLENCE, INCLUDING A RAPE
www.sukiyakimovie.com
FIRSTLOOK
STUDIOS
OPENS IN NEW YORK ON AUGUST 29TH

EVENT OVERVIEW

# The 2nd Annual New York Anime Festival

## September 26-28 @ the Jacob K. Javits Center

*The New York Anime Festival is an anime convention from the creators of New York Comic Con. It features exclusive and extensive anime screenings, guests from America and Japan, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and the cultural treasures that gave birth to Japanese pop culture. Here is the overview of the must-see event.*

## Japanese Guests of Honor

### *YOSHITAKA AMANO (Animation and illustration artist)*

*Mr. Amano is the artist behind the look and feel of Final Fantasy and Vampire Hunter D. He began his career at Tatsunoko Productions where he served as a character designer for animated series including Gatchaman and Casshern. After leaving the production, he contributed covers and illustrations to novels including Hideyuki Kikuchi's Vampire Hunter D, Kaoru Kurimoto's Guin Saga, and Yoshiki Tanaka's The Heroic Legend of Arslan, teamed with Mamoru Oshii to create the film Angel's Egg, collaborated with Neil Gaiman to make the award-winning graphic novel Sandman: The Dream Hunters, and partnered with video game studio Squaresoft to create the look and feel for the company's flagship Final Fantasy series.*

### *RIE TANAKA (Voice Actor)*

*Ms. Tanaka is most known around the globe for voicing Lacus Clyne in Gundam SEED, Chii in Chobits, and Suigintou in Rozen Maiden, but this is just the tip of her resume. She's also contributed her voice to characters in over 50 animations, with some standouts including Simca in Air Gear, Yomi in Azumanga Daioh, Sei in Burst Angel, Hiroko Matsukata in Hatarako Man, Monica Lange in Macross Frontier, Tomoe Marguerite in My-Otome, Saki in Steel Angel Kurumi, and Minna-Dietlinde Wilcke in Strike Witches. In addition, Ms. Tanaka is also the voice behind songs featured in many of the series she's worked on. Beyond question-and-answer and autograph sessions, Ms. Tanaka will perform a selection of her songs at the start of NYAF's World Cosplay Summit Masquerade.*

### *HIDEYUKI KIKUCHI (Horror novelist)*

*Mr. Kikuchi is one of Japan's most prolific horror novelists, writing in the tradition of authors including Fritz Leiber, Robert Bloch, H.P. Lovecraft, and Stephen King. Mr. Kikuchi wrote his first novel, Demon City Shinjuku, in 1982 and has since penned close to a hundred books, many of which -- including A Wind Named Amnesia, Darkside Blues, and Wicked City -- have been adapted into anime. He is most famous for creating Vampire Hunter D, a novel series following a half-human, half-vampire swordsman through a dystopic future ruled by vampires.*

### *"BABY, THE STARS SHINE BRIGHT"*

*Baby, The Stars Shine Bright -- Japan's premier Lolita fashion brand -- will be sending designers Miho Satoh and Masumi Kanoh to attend the NYAF to speak about the history and philosophy of their brand, welcome fans to a special Baby, The Stars Shine Bright boutique, and even enjoy a cup of tea with NYAF attendees during a Baby, The Stars Shine Bright tea party. It was founded as a boutique in Shibuya, Tokyo in 1988 and has since grown into an international phenomenon with fans around the world.*

### *MASAHARU MORIMOTO (Iron Chef)*

*Mr. Morimoto is best-known as the third Iron Chef Japanese on the TV cooking show Iron Chef, and an Iron Chef on its spinoff, Iron Chef America. He received practical training in sushi and traditional Kaiseki cuisine in his home city, Hiroshima, Japan. He came to the United States in 1985 in order to broaden his cuisine, and he ended up working at Nobu. Currently he owns Morimoto restaurant in NY and Philadelphia as well as Wasabi in Mumbai, India. Mr. Morimoto will demonstrate his Japanese cooking technique and lecture on Japanese cuisine at the New York Anime Festival.*

## Musical Events

### mc chris Concert *September 26*

*Addictive beats and lyrics paying tribute to anything and everything a geek could love have made mc chris one of the most unique, provocative, and poignant voices in hip hop today, and the New York Anime Festival is proud to bring him home to New York City! mc chris's concert begins at 8:30 PM on Friday, September 26 in the Jacob Javits Center.*

### Far East To East Showcase *September 27 @ Knitting Factory*

*Want to experience Japanese rock and punk in New York City? You've got to get yourself down to the Knitting Factory! The guys at Karaterice are bringing the bands BakuBeri, echostream, Falsies on Heat, The Notorious MSG, Quaff, Tsu Shi Ma Mi Re, and their friends to the Knitting Factory for an explosion of innovative Japanese sound. Tickets are $18 and available now at knittingfactory.com.*

## Other Musical Guests *HAPPYFUNSMILE / Love Etc / Voltaire*

## Featured Guests

*Pierre Bernard*
*Steve Blum*
*Mandy Bonhomme*
*Byakokan Dojo*
*Abby Denson*
*Disorganization XIII*
*Peter Fernandez*
*Green Light Anti-Zombie Squad*
*Lindsey Hennringer (ElvesAteMyRaman)*
*Kyle Hebert*
*Roland Kelts*
*Kevin Leahy*
*Rachael Lillis*
*Eric Maruscak*
*Jamie McGonnigal*
*Kevin McKeever*
*Tony Oliver*
*Connie Orr*
*Lisa Ortiz*
*The Pan Asian Repertory Theatre*
*Ichigo Pantsu (ichiPi)*
*Misako Rocks!*
*Bill Rogers*
*Samurai Sword Soul*
*Robin Savakis*
*Michael Sinterniklaas*
*Timothy Sullivan*
*Brad Swaile*
*Veronica Taylor*
*Uncle Yo*
*Tom Wayland*

# Contest

### AMV (Anime Music Video) CONTEST

*Now that digital video editing can be done on nearly every computer in the world, more and more anime fans are discovering the fun of making their own music videos from their favorite songs and their favorite anime series and movies, and the NYAF plays host to a competition between the editors, storytellers, and artists that are AMV (anime music video) makers.*

*http://www.nyanimefestival.com/en-us/603.cfm*

### HALL COSPLAY CONTEST

*Cosplay is a unique and beautiful part of anime fandom, and the NYAF celebrates the world of cosplay through two events -- the Masquerade and the Hall Cosplay Contest. The Hall Cosplay Contest is for newer, younger, more casual cosplayers, as well as serious cosplayers who prefer not to walk across stage. It is a closed-door judging of costumes only. No performances are required.*

*http://www.nyanimefestival.com/en-us/605.cfm*

### LUCKY STAR "DANCE LIKE YOU WANT TO WIN" CONTEST

*The NYAF and Bandai Entertainment invite you to grab a camera, gather a few friends, and dance around NYC! We want to see you dance to Lucky Star's "Motteke! Sailor Fuku!" in front of one of New York City's most iconic landmarks and have a stack of Lucky Star DVDs and New York Anime Festival Weekend Passes to help convince you to get on your feet.*

*http://www.nyanimefestival.com/en-us/624.cfm*

### WORLD COSPLAY SUMMIT MASQUERADE AT NEW YORK ANIME FESTIVAL 2008

*A Masquerade -- a costume showcase which is part fashion show and part talent show! The winning team will win a trip to Japan to represent the USA in the World Cosplay Summit Championships! The World Cosplay Summit Masquerade is your chance to have your costume and talent recognized on both a national and international level!*

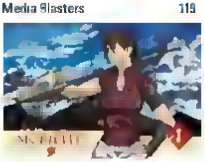
*http://www.nyanimefestival.com/en-us/607.cfm*

# Exhibitors list

| Company | Booth # |
|---|---|
| (A) | |
| Aardvark International | 551 |
| Anime Beute | 331 |
| Anime Castle | 509 |

*Anime Castle: online and NY shops exhibiting manga, anime and games with a variety of titles*

| | |
|---|---|
| Anime Gamer | 548 |
| Anime Gifts | 438 |
| Anime Hut | 538 |
| Anime Pavilion/Yes Anime | 429 |
| Anime Remix | 437 |
| AnimeStuffStore.com | 450 |
| (B) | |
| Bandai Entertainment | 201 |
| Be Kyoot | 128 |
| Best Anime Shop | 336 |
| Boshi-Basuk | 540 |
| (C) | |
| Cartoon Passion | 433 |
| Cosclips | 548 |
| Cosplay Photoz/ Anime Kaiju Experience | 453 |
| Cute Plush | 353 |
| (D) | |
| Diamond Book Distributors | 308 |
| Discotek Media | 41 |
| (E) | |
| East Coast Shokers | 247 |
| Epic Proportions | 421 |
| (F) | |
| FUNimation Entertainment | 504 |
| (G) | |
| Global International Trading | 253 |
| Greentea Designs Inc | 539 |
| Griffons Claw Armoury | 454 |
| (H) | |
| Hammea Home | 516 |
| Hen Da Nel Inc. | 139 |
| House of Anime | 436 |
| (I) | |
| Image Anime Co. Ltd | 523 |
| ITC Cosplay | 512 |
| Iteetoo | 514 |
| (J) | |
| Japan Society | 555 |
| (K) | |
| Karate Rice | 148 |
| Kawaii Gifts | 343 |
| KimonoLily.com | 536 |
| Kinokuniya Bookstore | 123 |
| (L) | |
| Lady Heather's Fashions | 149 |
| Light It Up & The Grand Illumination | 229 |
| (M) | |
| M9 Arts | 131 |
| MC Chris LLC | 151 |
| Media Blasters | 119 |



*Fantasy adventure anime Monbito: Guardian of the Spirit (Media Blaster) hits the city*

| | |
|---|---|
| Muteki Sales, LLC | 417 |
| Mythril Merchants | 249 |
| (N) | |
| NB Things LLC | 129 |
| (O) | |
| OffWorld Designs | 237 |
| Otaken | 565 |
| (P) | |
| PanAsian Repertory Theatre | 146 |
| Pawstar | 133 |
| Pegasus Publishing | 541 |
| Planet Neo | 333 |
| Punk You Productions | 351 |
| (R) | |
| Random House | 314 |
| (S) | |
| School of Visual Arts | 423 |
| Science Fiction Continuum | 515 |
| Secret Shop | 355 |
| Squishable.com | 535 |
| Strange Skin | 521 |
| Sun Anime | 332 |
| SwearBear | 547 |
| (T) | |
| Tampa Swords and Gifts | 348 |
| Tao Toys | 136 |
| TenBin Productions | 209 |
| The Comic Cellar | 501 |
| The Dragon's Lair | 519 |
| Timeless Trends | 147 |
| TokyoStar Apparel | 347 |
| Toy Tokyo | 531 |

*Toy Tokyo will be debuting Sonic Vinyl Figures at NYAF*

| | |
|---|---|
| Toy Zipangu | 527 |
| (U) | |
| UCC Distributing | 337 |
| (V) | |
| Vertual Inc | 101 |
| VG Cats / SNAFU Comics / Staccato | 103 |
| VIDEOGAMESNEWYORK | 520 |
| Voltaire | 451 |
| (Y) | |
| Yen Press | 311 |

## Ticket information

Tickets range from $35 to $55 and can be bought online at

**www.newyorkanimefestival.com/chopsticks**

# BIG IN JAPAN, COOL IN NEW YORK

## Japan© *at Felissimo Design House August 16 - November 1*

For eleven weeks this summer and fall, a turn-of-the-century New York townhouse is home to a showcase of the best of contemporary Japanese design and culture. Felissimo Design House is sponsoring JapanC, a free exhibition open to the public that brings together the best of Japanese design with talks and events by designers and industry leaders. The "c" in the title refers to adjectives that encapsulate Japan of today: cool, cute, clever, and creative. From August 16 until November 1, each week has a different theme, topics include home and fashion accessories, food, stationery, beauty, and pop culture, among others.

For the past year and a half, Felissimo's staff carefully selected the best of Japanese everyday design for inclusion in JapanC. The Director of Felissimo, Haruko Smith, explains, "We've spent the last 15 years introducing wonderful things from all over the world. This time we want to showcase what we know best – everyday objects from Japan. Japan is going through an interesting moment. Designers have come out from under the shadow of western influence and are starting to create something totally new, which is a fusion of both cultures. They are having fun with it and you can see that in their fresh designs. There is also a sense of craftsmanship that doesn't exist in most mass-produced products elsewhere. We hope to be the one stop 'expanence and explore' destination in New York." The products that made the cut mix traditional with today: robots sit beside fine stationery, anime characters share space with high-tech rice cookers.

*Universal Design Scissors from HASEGAWA CUTLERY CO., LTD*

*Tametsu Yagi CHAIR from Maruni Wood Industry Inc.*

To create this one-of-a-kind design showcase, Felissimo enlisted New York conceptual designer Tobias Wong and design consultant Josée LePage. Wong is an internationally renowned artist and sculptor whose work moves between concept and beauty. LePage, an independent curator, was recently featured as one of the top five curators in contemporary design by I.D. magazine.

For inspiration, information, and an overall sense of what is happening in the Japanese design world today, JapanC is not to be missed. Visit www.japan-c.com for more information and a full events calendar.

*Felissimo*
*Located in a grand, newly remodeled townhouse on West 56th St., Felissimo Design House brings innovative design, exhibitions and events to the New York community. Improving the world through charitable actions and ideas is crucial to the company's mission, and Felissimo is home to DESIGN 21 Social Design Network (www.design21sdn.com), an online community with the goal of "design for the greater good" that is supported by UNESCO.*
*10 W. 56th St. (at 5th Ave.), New York, NY 10019*
*www.felissimo.com*

### *Exhibition Highlights*

***Week 1, August 16-23***
*Celebrate Jibaf*
*Modern Traditions*
*The introductory week showcases a modern spin on Japanese traditional items. Featured products include textiles, pottery and fashion items.*

***Week 2, August 25-30***
*Design at Play*
*The latest in toy design for kids of all ages will be introduced during this week, featuring robots, elaborate figurines, toy pianos and paper cutouts.*

***Week 3, September 1-6***
*Accessonze Your Passion for Fashion*
*This week will feature emerging trends in Japanese fashion accessories, including jewelry and handbags made from excess cedar.*

***Week 4, September 8-12***
*At Home in Japan*
*The Japanese aesthetic is alive in interiors and home products. The fourth week will highlight contemporary Japanese home products.*

***Week 5, September 15-20***
*Design Japan*
*The fifth week will showcase the latest and most innovative creations in Japanese product design.*

***Week 6, September 22-27***
*Notes from Japan The New Stationery*
*In the sixth week, you'll discover beautiful Japanese paper, pen and printing products through hands-on demonstrations.*

***Week 7, September 29-October 4***
*I ♥ Kawaii*
*"Kawaii", meaning cute, is one of the key words for understanding J-pop culture. Explore products that embody the Japanese definition of cute.*

***Week 8, October 6-11***
*Secrets of Japanese Beauty*
*The eighth week will feature all the latest Japanese cosmetics and skin care products.*

***Week 9, October 13-18***
*The Smart Japanese Kitchen*
*The week will demystify the Japanese kitchen's many convenient tools and stylish items, showcasing beautiful and innovative items for the heart of your home.*

***Week 10, October 20-25***
*Taste of Japan*
*Japanese cuisine has a huge influence on food scene in NY. The week will introduce a variety artisanal food and beverage products never before seen in the American marketplace.*

***Week 11, October 27-November 1***
*Auction*
*JapanC will wrap up with an auction of select products benefiting the New York Restoration Project's effort to plant Japanese sakura cherry trees in New York City.*

MORIBITO
VOLUMES 1, 2 AND ART BOX AVAILABLE 11.4.08
SINGLE DVDS: $24.99 SRP 2 DVD COMBO PACK: $34.99 SRP
2 VOLUMES + ART BOX: $44.99 SRP
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J&R
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DVDs from $3
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42 st
Bryant Park
5th Ave
Madison Ave
41 st
40 st
Park Ave

# Shop Guide

The following is a list of shops where you can buy Japanese products and services.

## APPAREL

**Upper East — R by 45rpm** — Clothing
17 E 71st St (bet Madison Ave and 5th Ave) 212-737-5545

**Midtown East — BLOOM New York** — Jewelry
361 Madison Ave (bet. 45th & 46th St.) 212-370-6068

**Midtown East — NIWAKA** — Jewelry
608 5th Ave. (at 49th St.) 212-941-5410

**Midtown East — Royal Chic** — Clothing
630 Madison Ave. (at 59th St.) 212 588-0565

**Ripplu** — Lingerie Shop

Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits from small 30A to full 40H to enhance body shape. Three-step system gradually reshapes tissue through a series of bras to increase fit naturally.

44 Madison Ave. (bet. 27th & 28th Sts.) 212-539-2223 www.ripplu.com

**East Village — ARGASY** — Clothing
42E E. 8th St.(bet 1st Ave & Ave A.) 212-982-7917

**East Village — Local Clothing** — Clothing
328 E.8th St. (bet. 1st & 2nd Ave.) 212-777-3150

**East Village — Tokio 7** — Clothing
64 E. 7th St. (bet. 1st & 2nd Ave.) 212-353-8433

**East Village — Tokyo Joe** — Clothing
334 E 11th St. (bet. 1st and 2nd Ave.) 212-473-0724

**Lower Mhn — Junko Yoshioka** — Clothing
530 Broadway 2 Fl. (W. B'way & W. Houston St.) 212-226-9302

**Lower Mhn — Kazuyo Nakane NY** — Accessories
117 Crosby St. (bet. Houston and Prince St.) 212-941-7033

**Lower Mhn — Mieko Mintz** — Clothing
65 Thompson St. (bet. Spring & Broome St.) 212-627-1524

**Lower Mhn — Mika Inatome** — Clothing
93 Reade St. 2Fl. (bet. W'B'way and Church) 212-966-7777

**Lower Mhn — nsg** — Clothing
66 Kenmare St. (bet. Mott and Mulberry) 212-334-4032

**Lower Mhn — R by 45rpm** — Clothing
169 Mercer St. (at Houston St.) 917-237-0045

**Lower Mhn — Sense of Wonder** — Clothing
196 Spring St. (bet. Sullivan & Thompson) 212-343-2444

**Lower Mhn — tutu** — Clothing
55 Spring St. (bet. Lafayette & Mulberry) 212-219-8548

**Lower Mhn — UNIQLO** — Clothing
546 Broadway(bet. Prince & Spring St.) 917-237-8800

**Lower Mhn — Yamak** — Clothing
321 1/2 Bleecker St. (Christopher & Grove) 212-807-9100

**Lower Mhn — Yohji Yamamoto** — Clothing
103 Grand St. (at Mercer St.) 212-966-9066

## J-POP CULTURE

**Upper West — Kim's Video Columbia U.** — Anime
2906 Broadway (bet. 113rd & 114th St.) 212-864-5321

**Midtown West — Jim Henley's Universe** — Manga
4 W. 33rd St. (bet. 5th & Broadway) 212-268-7088

**Midtown West — Kinokuniya Bookstores** — Book
1073 Ave. of the Americas (bet. 40 & 41) 212-869-1700

**Midtown West — Midtown Comics** — Anime
200 W. 40th St. (at 7th Ave.) 212-302-8192

**Midtown East — Book Off** — Book Store

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14 E. 41st St. (bet. Madison & 5th Ave.) 212-685-1410

**Midtown East — Midtown Comics** — Anime
459 Lexington Ave. (at 45th St.) 212-302-8192

**Chelsea — Cosmic Comics** — Manga
10 E. 23rd St. 2nd Fl. (nr. Madison Ave.) 212-460-5322

**Chelsea — Image Anime** — Anime
242 W. 30th St. (bet. 7th & 8th Ave.) 212-631-0866

**West Village — AC Gears** — Toy
99 E. 8th St. (at Mercer St.) 212-260-2299

**East Village — Forbidden Planet** — Toy
840 Broadway (at 13th St.) 212-473-1576

**East Village — Kim's Video St. Marks** — Anime
1 St. Marks Sr. (bet. 2nd & 3rd Ave.) 212-505-0311

**East Village — St Marks Comics** — Manga
11 St. Marks Pl. (bet. 2nd & 3rd Ave.) 212-598-9438

**East Village — Toy Tokyo** — Toy
121 2nd Ave. 2nd Fl. (bet. 7th & St. Marks Pl.) 212-673-5424

**East Village — Video Games New York** — Toy
202 E. 6th St. (at 3rd Ave.) 212-539-1035

**Lower Mhn — kidrobot** — Toy
126 Prince St. (bet. Greene and Wooster) 212-966-6688

**Brooklyn — Zakka Corp** — Book
156 Plymouth St. (bet. Pearl and Jay St.) 718-801-9037

**Queens — Anime Castle** — J-Pop

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35-32 Union St. Flushing, NY 11354 347-438-1296 www.animecastle.com

**Upstate — Kinokuniya Bookstores** — Book
3369 Palisades Center Dr. West Nyack NY 845-353-8600

## TRADITIONAL

**Upper East — Sara** — Dishware
950 Lexington Ave. (bet. 69th & 70th St.) 212-772-3243

**Midtown East — Minamoto** — Confectionery
926 Fifth Ave. (at 49th St.) 212-486-3747

**Midtown East — Precious Pieces** — Parchment
5 Tudor City Pl. #102 (40th & 41st St.) 212-682-8505

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410 Park Ave. (bet. 54th & 55th St.) 212-231-8126 www.wuhaonyc.com

**Chelsea — KYOTOYA** — General
23 W. 19th St. (bet. 5th & 6th Ave.) 212-414-0720


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West Village **Mechizukuri WAJIMA**
551 Laguardia Pl (bet Bleecker & W 3rd St) | 212-982-3450 | Dishware

Lower Mhn **KITEYA SOHO**
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464 Broome St (bet Mercer & Greene St) | 212-219-7505 | www.kiteyany.com | General

Lower Mhn **Korin**
57 Warren St (bet Church St and W Broadway) | 212-587-7021 | Dishware

Lower Mhn **Seasons**
115 Crosby St. (bet Hudson & Prince St.) | 212-226-0757 | Furniture

Lower Mhn **The Kimono House**
131 Thompson St (bet Houston & Prince) | 212-505-0232 | General

Brooklyn **KIVIYA**
42 Mauger St Brooklyn NY 11206 | 718-218-8181 | Dishware

Queens **Sorto Trading**
52-15 11th St. Long Island City NY 11101 | 718-472-5413 | Dishware

Upstate **Toki**
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Pnsades Center Mall,3rd Fl West Nyack,NY | 845-358-0195 | www.utsuwa.com | Dishware

New Jersey **Mers New York**
595 River Rd Edgewater NJ 07020 | 201-945-1134 | General

New Jersey **Utsuwa-No-Yakata**
585 River Rd Edgewater, NJ 07020 | 201-941-1902 | Dishware

## GALLERY

Midtown East **Naa Gallery**
1050 2nd Ave (bet 55th & 56th St.) | 212-308-8388 | Gallery

Chelsea **NYCaa Gallery**
20 W 22nd St (bet Broadway & 6th Ave) | 212-980-1143 | Gallery

Chelsea **Onishr Gallery**
521 W 26th St (bet. 10th & 11th Ave.) | 212-695-8035 | Gallery

Lower Mhn **Asian American Arts Ctr**
26 Bowery 3rd FL (bet. Bayard & Pell St.) | 212-233-2154 | Gallery

Lower Mhn **Gallery gen Tribeca**
158 Franklin St (bet. Hudson & Varick St.) | 212-226-7717 | Gallery

Lower Mhn **gallary anetwantyerght**
128 Rivington St (bet. Essex & Norfolk) | 212-474-0244 | Gallery

## OTHER

Midtown East **Terry May**
153 E.53rd St.(bet. Lexington & 3rd Ave.) | 212-355-0303 | Other Goods

Lower Mhn **Harness Oag**
151 Prince St (bet. Thompson & W. Bway) | 212-226-1123 | Other Goods

Lower Mhn **Parraro NY**
513 Hudson St (bet Christopher & W 10th St.) | 212-727-2641 | Other Goods

Upstate **Mother Gerden**
Palisades Center Mall #F303 West Nyack NY | 845-358-0100 | Other Goods

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# face on the banknote
## ~ 1,000 yen ~

### HIDEYO NOGUCHI (1876-1928)

Hideyo Noguchi was an internationally known bacteriologist who discovered the agent of syphilis. Born into a poor farming family in Inawashiro, Fukushima, he accidentally burnt his left hand as a child but could not get medical treatment because of his poverty, leaving his fingers connected and immobile. When he was 13, Noguchi was able to have surgery and recovered 70% of his fingers' mobility. This motivated him to study medicine. He showed talent immediately and became a medical doctor when he was 20. He moved to the United States in 1900 to be the research assistant of Dr. Simon Flexner at the Rockefeller Institute for Medical Research. In 1413, Dr. Noguchi proved that syphilitic spirochete was the cause of paralysis. He traveled Central America and South Africa doing extensive research for a vaccine for yellow fever. While working in Africa, Dr. Noguchi caught yellow fever himself and died at the age of 51. He's been the face on the 1,000-yen banknote since 2004.

# face on the banknote
## ~ 5,000 yen ~

### ICHIYO HIGUCHI (1872-1896)

Ichiyo Higuchi is considered to be the first professional female writer in modern Japanese literature. Born in Tokyo into a samurai lineage, Higuchi started showing literary talent when she was a very small child. Her short life, however, was full of hardship. After her father failed in business, Higuchi's family suffered from poverty. When she was 14, her elder brother died, and just one year after that, her father passed away. Afterwards, her engagement was canceled because of her family's finances. Higuchi became the head of her family when she was 17. While her mother and sister earned money by sewing, she supported the family by writing stories. Her first novel was published when she was 20. Before she died at 24 from tuberculosis, she wrote excellent novels, essays, and poems, including *Takakuraba*, *Nigorie*, *Otsugomori*, and *Jusanya*. In 2004, the Ministry of Finance issued a 5000-yen banknote with Higuchi's portrait. She is the third female to appear on a Japanese banknote.

# FOOD DRINK GROCERY

***RESTAURANT REVIEW***
*Matsugen / Hiroko's Place / Shina*

***JAPANESE CHEF'S HOME STYLE COOKING***
*Ramen Salad* by *Tadashi Fukada* (Izakaya Don)

***CONVERSATION WITH SAKE SOMMELIER***
*Yasuaki Suzuki*, Self Proclaimed Sake Ambassador On A Mission To Spread Sake Makers' Passion

***LISTINGS***
Japanese Restaurant
Other Asian Restaurant
Grocery & Sake

**JAPANESE / SOBA / SUSHI**

## NEW Matsugen

241 Church St. (at Leonard St.), New York, NY 10013
TEL. 212-925-0202 Lunch: Sun, Tue-Sat: 12pm-3pm Dinner: Sun, Tue-Thu: 5:30pm-1am Fri-Sat: 5:30pm-2am *Kitchen closes one hour before the bar.

The long awaited arrival of Jean Georges group's new soba (buckwheat noodle) restaurant in collaboration with Jean Georges personal favorite **Matsugen restaurant** known for their authentic, fresh, high quality foods, finally opened its doors last month. Using buckwheat imported directly from a farm in Hokkaido prefecture, they make their buckwheat flour for the noodles in house with a stone mill that enables the restaurant to serve up fresh hand-made noodles on demand, and the three steps of milling, kneading, and boiling are taken very seriously here, which shows in the great consistency of their noodles. Rin soba (using only the center part of the buckwheat with a delicate texture), Inaka soba (country style soba, coarse with the use of the husk of the buckwheat), and Seiro (somewhere in between Rin and Inaka). But soba isn't the only top notch Japanese food you can experience here. Everything from sushi to homemade tofu and shabu shabu, Matsugen covers a wide spectrum of traditional Japanese food with true authenticity and high standards. This is a place one can truly appreciate the Japanese culinary tradition.

MATSUGEN SOBA

Soba topped with Scallion, Bonito, Yam, Sesame, Okra, Wasabi, Cucumber, Myoga, Shiso, Egg, and Nori. It is a delightfully refreshing dish where the amazing consistency of the hand-made soba is the star of the show.

### 3 Best Sellers

- **Kurobuta Braised Pork Belly** $24
- **MatsugenSoba** $16
- **Sea Urchin with Yuzu Jelly** $24

CAFE / JAPANESE

# Hiroko's Place

75 Thompson St. (bet. Spring & Broome Sts.) New York, NY 10012
TEL. 212 625-1303
Sun-Sat: 12pm-10pm

You might be puzzled if you hear the words "Western-Japanese cuisine." What's called "youshoku" in Japan is Western cuisine that was adapted to meet Japanese people's tastes almost 100 years ago—not surprisingly, it remains popular among Japanese people today. **Hiroko's Place** in Soho is one of the few places you can enjoy genuine youshoku in NY. Serving dishes such as om-rice (tomato sauce-flavored rice or chicken rice wrapped in an omelet), gratin (a baked casserole covered with a white cheese sauce), doria (rice au gratin) and hamburger, among others, the cafe attracts many customers who want to eat Japanese comfort food. The menu also includes, a pork cutlet and egg bowl...and squid ink pasta, which are not youshoku but definitely Japanese favorites. Along with the Japanese-oriented menu, the café serves up superb coffee brewed by the siphon method. You'll be surprised by the clean, crisp, and rich flavor of the coffee. This is just another reason you may become regular of this cafe. With its homey, welcoming atmosphere, it has the power to magnetize you into staying longer. Drinking the best fresh coffee in the city and enjoying Japanese comfort food, you'll never want to leave.

HAMBURG CURRY DORIA

Hamburger curry and doria--the holy trinity of "youshoku"--are all in this one dish. The mild taste of the doria's white sauce complements the strong flavor of the curry sauce, and the three different types of cheese blend harmoniously. Nothing can conquer the king of youshoku.

## 3 Best Sellers

- Om-Curry $13
- Seafood Doria $14
- Hamburg Curry Doria $16

SUSHI / STEAK / JAPANESE

# NEW Shina

498 Anderson Ave., Cliffside Park, NJ 07010
TEL. 201 941-6333
Mon-Sat: Lunch 11:30am-2:30pm Dinner 6pm-11pm Sun: Dinner 5pm-10pm

It is not easy to find a restaurant that satisfies both fastidious meat lovers and fish lovers. The newly opened Japanese restaurant **Shina** in Cliffside Park solves this problem. Upon entering the restaurant, the fresh seafood in the sushi counter showcase is certain to arouse your appetite. You can stop there if you are a fish lover. But meat lovers have to go a little further to the dining room where superb steak is served. What you should not miss is Miyazaki beef, a super premium wagyu which was named the best in Japan in 2007. Flavorful, rich, soft, and delicate, the marbled meat melts in your mouth like butter or cream. This non-aged beef will shock those who are only familiar with aged beef. "We take any request regarding not only the degree of cooking but also the serving style," says Mr. Susumu Shinagawa, owner/executive chef. For example, a refreshing way to enjoy it might be with grated daikon radish and soy sauce. There are no rules for how to enjoy the quality beef. This kind of flexibility is something unique to Shina. With his 40 years of experience, Chef Shinagawa is happy to prepare food based on your requests and please your stomach.

MIYAZAKI BEEF RIB

Beautifully marbled Miyazaki Beef is the best of the top ranked wagyu. Shina serves it by weight, so you can eat as large or small a portion as you want. You also can customize your eating style such as with steak sauce, with grated daikon radish and soy sauce or simply with salt and pepper.

## 3 Best Sellers

- Miyazaki Beef Rib $13 per oz
- Lobster with Vegetables $14
- Sushi Deluxe $30

JAPANESE CHEF'S HOME-STYLE COOKING VOL 8

# RAMEN SALAD

RECIPE COURTESY OF *TADASHI FUKADA*

In this corner, Japanese chefs from restaurants in the Tri-State area share their secret recipes of home-style Japanese dishes with you

* * *

If you hear the word "ramen," you naturally think of soup noodles. But that is a common myth--ramen can be much more versatile. This month, Tadashi Fukada, owner/chef of **Izakaya Don** in Cliffside Park, New Jersey, shows how you can transform ramen into a refreshing salad with a Japanese flavor. Using typical ingredients for ramen soup noodles, the salad has a familiar taste but a completely new texture. Soy sauce-based dressing with white pepper and garlic powder gives a sharp kick. This recipe involves lots of toppings, but the steps are super simple: you just mix the ingredients (there is no room for failure). Chef Fukuda, who is actually a sake enthusiast, says, "This is a perfect dish for taking bites while drinking sake."

**Izakaya Don**
671 Palisade Ave. Cliffside Park, NJ 07010
TEL. 201-941-3400

## INGREDIENTS (Serves 2 people)

**1/2 package dried or fresh ramen noodles**
**5-6 pieces roasted pork***
**1 oz *menma* (seasoned bamboo shoots)****
**4 cherry tomatoes**
**lettuce, onion, scallion, and *wakame* (seaweed) as desired**
**1 tablespoon sesame oil**
**1/2 tablespoon soy sauce**
**white pepper, garlic powder, sesame, and *aonori* (powdered green lavar)*** to season**
**vinegar to taste**

*Store-bought roasted pork is fine
**Roasted pork and *menma* are the ingredients essential for ramen
***Aonori is a favorite Japanese topping for casual foods like yakisoba, okonomiyaki, and takoyaki.

## STEPS

**1.** Slice roasted pork, onion, *menma*, and lettuce. Shred scallion. [photo A]

**2.** Put ramen into boiling water and cook for a few minutes. (For cooking time, please follow directions on package of ramen noodles.) [photo B]

**3.** Cool cooked ramen under cold running water, drain well, and cut into three parts.

**4.** Put cut ramen, roasted pork, *wakame*, and vegetables into bowl. Add sesame oil, soy sauce, white pepper, sesame, garlic powder, and *aonori*. Mix together. [photo C]

**5.** Place mixed ramen salad on plate and arrange cherry tomatoes to serve.

# Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi-Bar Available
Open for Lunch
M Tu W Day Close
Delivery
Th F Sa Su
Family Dining
Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

## $ $25 and below

**Upper West — Cafe SWISH**
2653-55 Broadway (bet 115th & 116th St)
212-222-3568 — $20

**Upper West — Haku**
2425 Broadway (bet 89th & 90th St)
212-580-2580 — $25

**Upper West — Planet Sushi**
340 Amsterdam Ave (Cor. of 77th)
212-712-2162 — $25

**Upper West — Sushi A-Go-Go**
1900 Broadway (bet 63rd & 64th St)
212 724-7340 — $24

**Upper West — Tomo Sushi & Saba Bar**
2850 Broadway (bet 110th & 111th St.)
212-665-2918 — $25

**Upper West — Yuki Sushi**
65th Amsterdam Ave. (at 92nd St)
212 787-8200 — $20

**Upper East — East Japanese**
354 E. 86th St. (bet. 1st & 2nd Ave.)
212 734-5270 — $22

**Upper East — Naruto Ramen**

Our signature NARUTO RAMEN is a soy broth based noodle soup topped with boiled eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also available. Enjoy any ramen for $6.50 on Mondays and GYOZA for $2.50 on Wednesdays.
1597 3rd Ave (bet. 89th & 90th St)
212 263-7803 — $10

**Upper East — Oyagu**
1154 1st Ave (bet. 63rd & 64th St.)
212 751-2316 — $20

**Upper East — Tatan 72**
1400 2nd Ave (bet. 72nd & 73rd St)
212-472-9700 — $25

**Upper East — Teriyaki Boy**
1640 3rd Ave (bet. 91st & 92nd St.)
212-807 7150 — $7

**Upper East — Tokuhai 86**
314 E 86th St (bet 1st & 2nd Ave.)
212-628-5334 — $25

**Upper East — Tsuki Restaurant**
1410 1st Ave (bet. 74th & 75th St.)
212-517-6860 — $25

**Upper East — YUKA Restaurant**
1557 2nd Ave (bet. 80th & 81st St.)
212-772-9675 — $25

**Upper East — Yuka**
1531 York Ave (at 81st St.)
212-988-5800 — $25

**Midtown West — East 55**
253 W. 55th St. (bet. Broadway & 8th Ave.)
212-581-2240 — $25

**Midtown West — Fuji**
236 W. 55th St. (bet. Broadway & 8th Ave.)
212-245-7137 — $25

**Midtown West — Go Sushi**
759 9th Ave. (at 51st St.)
212-459-2286 — $20

**Midtown West — GO! GO! CURRY!**

The Triple Crown winner of a Japanese curry contest is the one and only curry specialty restaurant in NYC. They are known for long lines of people eagerly waiting to taste their awesome curry and with 20 branches in Japan, their popularity is exploding!
273 W. 38th St. (bet. 7th & 8th Ave.)
212 730-5555 www.gogocurryusa.com — $8.5

**Midtown West — Iroha**
152 W. 49th St. (bet. 6th & 7th Ave.)
212-398-8048 — $20

**Midtown West — Isa 56**
56 W. 56th St. (bet. 5th & 6th Ave.)
212 707 1702 — $20

**Midtown West — Kodama 45**
301 W. 45th St. (bet. 8th & 9th Ave.)
212-582 9055 — $20

**Midtown West — Kyotofu**
705 9th Ave. (bet. 48th & 49th St.)
212-974-6012 — $25

**Midtown West — Manchanko-Tai**
43-45 W. 55th St. (bet. 5th & 6th Ave.)
212 247 1565 — $18

**Midtown West — Maaku-Tai**
60 W. 56th St. (bet. 5th & 6th Ave.)
212-757-1642 — $20

**Midtown West — Pacific Echo**
242 W. 56th St. (bet. Broadway & 8th Ave.)
212 265-[illegible] — $25

**Midtown West — Sapporo**
152 W. 49th St. (bet. 6th & 7th Ave.)
212-869-8372 — $12

**Midtown West — Sushiya**
28 W. 56th St. (bet. 5th & 6th Ave.)
212-247-5758 — $20

**Midtown West — Tachigui Sohaya**
732 7th Ave. (bet. 48th & 49th St.)
212 265-8181 — $8

**Midtown West — Teriyaki Boy**
965 9th Ave. (bet. 57th & 58th St.)
212-307 7202 — $7

**Midtown West — Yoshinoya**
255 W. 42nd St. (bet. 7th & 8th Ave.)
212-703-9540 — $7

**Midtown West — Yummy Sushi**
30 Rockefeller Plaza Concourse Level
212 459-2100 — $7

**Midtown East — Amakusa**
143 E. 47th St. 3rd Fl. (bet. 3rd & Lex. Ave.)
212-593-3355 — $20

**Midtown East — Azusa**
3 E. 44th St. (bet. 5th & Madison Ave.)
212-681 0001 — $25

**Midtown East — Chiyoda Sushi**
16 E. 41st St. (bet. 5th & Madison Ave.)
212-400-PESO — $10

**Midtown East — Onnya**
137 E. 47th St. (bet. Lexington & 3rd Ave.)
212 980-7909 — $25

**Midtown East — Go Sushi**
577 3rd Ave. (bet. 34th & 35th St.)
212-679-1999 — $20

**Midtown East — Go Sushi**
982 2nd Ave. (at 52nd St.)
212-593-3803 — $25

**Midtown East — Ise 49**
151 E. 49th St. (bet. Lexington & 3rd Ave.)
212 319-6876 — $25

**Midtown East — Izakaya Aniyoshi**

If you are longing for authentic and relaxed Izakaya style Japanese food, Aniyoshi is the place to be. Homey atmosphere is perfect to relax and enjoy over 100 kind of home-style cooking. Fresh ingredients make for a varied daily menu. Open until 4am.
226 E. 53rd St. (bet. 2nd & 3rd Ave.)
212-319-3940 — $25

**Midtown East — Katsu-hama**
11 E. 47th St. (bet. 5th & Madison Ave.)
212 758-5509 — $18

**Midtown East — Maachaako-Tai**
131 E. 45th St. (bet. Lexington & 3rd Ave.)
212-986-8105 — $14

**Midtown East — Nada-Sushi**
135 E. 50th St. (bet. Lexington & 3rd Ave.)
212-838-2537 — $25

**Midtown East — Oms/h**
156 E. 45th St. (bet. Lexington & 3rd Ave.)
212-922-9788 — $9

**Midtown East — East 53 Teriyaki House**
229 E. 53rd St. (bet. 2nd & 3rd Ave.)
212 355-1443 — $23

**Midtown East — Tenzan**
998 2nd Avenue (bet. 52nd & 53rd St.)
212-980-5800 — $25

**Midtown East — Sushi Tai 47**
11 E. 47th St. (bet. Madison & 5th Ave.)
212-753-3535 — $10

**Midtown East — Teriyaki Boy**
150 E. 46th St. (bet. Lexington & 3rd Ave.)
212-867 5771 — $10

**Midtown East — Yakitori East**
210 E. 44th St. (bet. 2nd & 3rd Ave.)
212-687 5075 — $20

**Midtown East — Yummy Sushi**
875 3rd Ave. Food Court, Lower Level
212-888-8801 — $7

**Korea Town — Tadai**
16 E. 32nd St. (bet. Madison & 5th Ave.)
212-725-1333 — $25

**Chelsea — Oaioh Sushi**
300 W. 23rd St. (bet. 7th & 8th Ave.)
212-727-0888 — $20

**Chelsea — ENNJU**
20 E. 17th St. (bet. 5th & Broadway)
646-336-7004 — $10

**Chelsea — Izakaya Taa**
207 10th Ave. (bet. 22nd & 23rd St.)
212-627 7777 — $25

**Chelsea — Nooch**
143 7th Ave. (at 17th St.)
212-691-9600 — $20

**Chelsea — Tebaya**
144 W. 14th St. (bet. 6th & 7th Ave.)
212-924-3335 — $10

**Gramercy — Hamachi**
34 E. 20th St. (bet. Broadway & Park Ave.)
212-420-8805 — $15

**Gramercy — Kaiten Sushi East**
396 3rd Ave. (bet. 26th & 27th St.)
212-889-2326 — $15

**Gramercy — Choshi**

Located near Gramercy Park. Try Choshi's original sushi rolls that are pleasing to the eye and palate. Daily specials. Ladies Set Combination Box and a wide variety of kitchen menu are popular. Outside dining space, delivery and take-out service available.
77 Irving Place (at 16th St.)
212-420-1418 www.sushichoshi.com — $20

**Gramercy — Mishuna**
154 Lexington Ave. (bet. 30th & 31st St.)
212-532-0566 — $25

**Gramercy — Saburi**
156 Lexington Ave. (bet. 30th & 31st St.)
212-481-7766 — $25

**Gramercy — Teriyaki Boy**
16 Lexington Ave. (bet. 22nd & 23rd St.)
212-260-4420 — $13

**Gramercy — YAMA Restaurant**
122 E. 17th St. (at Irving Pl.)
212-475-0966 — $20

**West Village — Cha Cho Saa**

A neighborhood restaurant perfect for a get together with friends and family. Just opened in April, they offer their oriental traditional home cooking [illegible] and healthy dishes at affordable prices. Student discount available.
15 West 8th St. (5th & 6th Aves.)
212-473-3333 www.chachosaarestaurant.com — $25

**West Village — Go Sushi**
3 Greenwich Ave. (at 6th Ave. & 8th St.)
212-366-9272 — $20

**West Village — Hakata Tontoa**
51 Grove St. (bet. 7th Ave. & Bleecker St.)
212-242-3096 — $28

**West Village — Miyabi**
121 W. 3rd St. (Macdougal & 6th Ave.)
212-677 2370 — $20

**West Village — Miyagi**
220 W. 13th St. (bet. 7th & 8th Ave.)
212-620-3830 — $20

**West Village — Swish Cafe**
88 W. 3rd St. (bet. Sullivan & Thompson St.)
212-777-8800 — $12

**East Village — Ashiya**
157 1st Ave. (bet. 10th & 11th St.)
212-505-3348 — $15

**East Village — Cha-An**

Serving a wide variety of teas from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with wine or sake. Traditional tea ceremony in Seika-do (tatami tea room) is available by reservation.
230 E. 9th St. 2nd Fl. (bet. 2nd & 3rd Ave.)
212 228-8030 www.chaantehouse.com — $20

**East Village — Chiyona**
328 E. 6th St. (bet. 1st & 2nd Ave.)
212-673-3964 — $15

**East Village — Curry-ya**
214 E. 10th St. (bet. 1st and 2nd Ave.)
866-602-6775 — $20

**East Village — Esashi**
32 Ave. A (bet. 2nd & 3rd St.)
212-505-8728 — $25

**East Village — IPPUDO NY**
65 4th Ave. (bet. 9th & 10th St.)
212-388-0088 — $20

**East Village — GO Restaurant**

Our Miso Ramen was created upon a long research in Sapporo-Mecca of Ramen, and it's been a hit, for over 10 years. The soup is full bodied and rich and the topping includes seaweed...scallion, roasted pork, boiled egg and more. Shoyu Ramen is also available.

30 St. Marks Pl (bet. 2nd & 3rd Ave.) — $10
212-254-6510

**East Village — Ichikuni**

67 1st Ave. (at 4th St.) — $20
212-675-4646

**East Village — Le Miu**

107 Ave. A (bet 6th & 7th St.) — $25
212 473 8100

**East Village — Mey's KU E BA**

121 2nd Ave. (bet. 7th & St. Marks St.) — $10
347 256-2655

**East Village — Menkui-tei**

63 Cooper Sq. (bet. 7th & St. Marks Pl.) — $10
212 226-4152

**East Village — MINCA**

536 E. 5th St. (bet. Ave. A & B) — $18
212-505-4001

**East Village — Natori**

58 St. Marks Pl. (bet. 1st & 2nd Ave.) — $20
212 533 7711

**East Village — Noodle Cafe Zen**

31 St. Marks Pl (bet. 2nd & 3rd Ave.) — $12
212 533-6855

**East Village — OH! Taisho**

9 St. Marks Pl (bet. 2nd & 3rd Ave.) — $25
212-673-1300

**East Village — Otafuku**

236 E. 9th St. (bet. 2nd & 3rd Ave.) — $6
212 353-4503

**East Village — Rai Rai Ken**

214 E. 10th St. (bet. 1st & 2nd Ave.) — $15
212-477-7030

**East Village — Sake Bar Satsko**

202 E. 7th St. (bet. B & C Ave.) — $25
212-614-0933

**East Village — Sapporo East**

154 1st Ave. (at 10th St.) — $20
212 260 1930

**East Village — Setagaya**

Lunch specials from 12-3:30pm. Shio Ramen for $7.50 (reg $8.50) and Soy Sauce Flavored Ramen for $8.50 (reg $10.50). Don't forget to try Curry Over Rice, Pork Ginger Over Rice or Gyoza Dumplings with your favorite ramen as a lunch combo ($10+).

141 1st Ave. (bet. St. Marks & 9th St.) — $13
212-529-2740 www.setagaya-nyc.com

**East Village — SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural flavored ingredients make soba a healthy meal. Try Lunch Box $15 with soba or udon side dishes and dessert. Daily special appetizers and sake selection available for dinner.

229 E. 9th St. (bet. 2nd & 3rd Ave.) — $20
212-533-6966 www.sobaya-nyc.com

**East Village — Souen Restaurant**

28 E. 13th St. (bet. Univers ty Pl & 5th Ave.) — $20
212 627 7150

**East Village — Takahachi**

85 Ave. A (bet. 5th & 6th St.) — $20
212 505-6524

**East Village — Teriyaki Boy**

218 E. 10th St. (bet. 1st & 2nd Ave.) — $10
212-677 6056

**East Village — Typhoon**

79 St. Marks Pl. (bet. 1st & 2nd Ave.) — $15
212 979-2680

**East Village — Udon West**

11 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $20

**East Village — Uminoie**

Uminoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef. Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts.

38 E. 3rd st. (bet. 1st & 2nd Ave.) — $20
646-654-1122

**East Village — Village Yokocho**

8 Stuyvesant St, 2Fl (bet. 2nd & 3rd Ave.) — $20
212 598-3041

**East Village — Yakiniku West**

219 E. 6th St. (bet. 2nd & 3rd Ave.) — $25
212-375-3239

**East Village — Yakitori Taisha**

5 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $20
212 228-5040

**East Village — ZEN**

31 St. Marks Pl (bet. 2nd & 3rd Ave.) — $15
212 533-6855

**Lower Mhn — Hiroko's Place**

76 Thompson St. (bet. Spring & Broome St.) — $15
212-925-1909

**Lower Mhn — Mottsu**

265 Mott St. (bet. E. Houston & Prince St.) — $25
212-343-9017

**Lower Mhn — Souen Restaurant**

210 6th Ave. (at Prince St.) — $20
212-807 7421

**Lower Mhn — Suteishi**

24 Peck Slip (bet. Water & Front St.) — $20
212 766-2344

**Lower Mhn — Tokyo Lunch**

10 John St. (bet. Nassau St. & Broadway) — $10
212-608-1394

**Lower Mhn — Yoshi Restaurant**

201 E. Houston St. (Orchard & Ludlow) — $10
212-533-0225

**Lower Mhn — Yuski**

250 Vesey St. (4 World Financial Center) — $12
212-945-3035

**Lower Mhn — Zutto**

77 Hudson St. (bet. Jay & Harrison St.) — $20
212 233-3287

**Brooklyn — Gaido**

331 Flatbush Ave. (on Flatbush Ave.) — $20
718-638-6816

**Brooklyn — Iron Chef House**

92 Clark St. (bet. Henry St. & Monroe Pl.) — $15
718-858-8517

**Brooklyn — Tomari Restaurant**

201 Fifth Ave. (bet. Union & Berkeley) — $20
718-230-5636

**Brooklyn — Yamato**

186 7th Ave. (bet. Garfield & 1st St.) — $16
718-840-0069

**Queens — ARIYOSHI**

41-13 Queens Blvd. (bet. 41st & 42nd St.) — $10
718-937-3288

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Over 50 kinds of Sake and Shochu.
All authentic Japanese homestyle dishes are prepared by the owner/chef.
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Sun 11am-11pm
Last order 30min before the closing time.
We may close prior to our closing time when we run out of our soup or noodles. Please call for availability.

## Wanna relax & enjoy your Ramen?

Now the back room is open for your comfort.
Enjoy 50 kinds of sake, wine and beer
with your favorite flavor of Ramen.

**Lunch Special**
**(Everyday 12pm-3:30pm)**

Limited to 100 bowls a day
Soy Sauce Flavored Ramen (reg $10.50) **$8.50**

Shio Ramen (reg $9.50) **$7.50**

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141 1st Ave.
(bet. St. Marks & 9th St)
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Japan Headquarter
www.shitaya-ya.com

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Fri-Sun 11 30am-3pm

DINNER Mon-Thu 6pm-10pm,
Fri-Sat 5 30pm-10pm
Sun & Holidays 5pm-9pm

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**Queens** **go wasabi** $23
34-02 30th Ave (at 34th St.)
718-204-7354

**Queens** **SUSHI ISLAND** $20
87-16 Queens Blvd Elmhurst NY 11373
718-803-8033

**Upstate** **Momiji** $20 Tu
261 Halstead Ave Harrison NY 10528
914-835-1078

**Upstate** **Nishi** $20 Sa
473 Ashford Ave Ardsley NY 10502
914-833-9500

**Upstate** **Sakura** $20
58 Garth Rd Scarsdale NY 10583
914-723-7767

**Upstate** **Sakurabana NY** $25 Su
328 Route 59 Central Nyack NY 10960
845-727-3939

**Upstate** **Tanto** $10 Su
833 White Plains Rd Scarsdale NY 10583
914-725-8100

**Long Island** **Akari** $20
2063 Merrick Rd Merrick, NY 11566
516-378-6968

**Long Island** **Isono** $25 Su
214 Jericho Tpk Floral Park, NY 11001
516-437-4562

**Long Island** **Kurofuna** $20 Su
77 Commack Rd Commack NY 11725
631 499-1075

**Long Island** **Nagashima** $25 Su
12 A-1 Jericho Tpk Jericho NY 11753
516-338-0022

**Long Island** **Sapporo** $15
3266 Merrick Rd Wantagh, NY 11793
516-785-8853

**Long Island** **Shiro of Japan**
401 Old Country Rd Carle Place NY 11514 $20
516-637-4770

**Long Island** **SUSHI ICHI** $25
700 N Country Rd Setauket, NY 1173
631 689-3111

**Long Island** **TAIKO Restaurant**
15 S Village Ave Rockville Centre NY $20
516-678-6149

**Long Island** **Taka Sushi**
A small hidden gem located in a strip mall in Westbury Taka Sushi offers classic Japanese food with fresh fish seasonal delicacies and a huge selection of premium sakes at reasonable prices A popular dining spot among the Japanese locals on Long Island
821 Carman Ave Westbury NY 11590 $20
516-876-0033

**Long Island** **Taka Sushi**
1035 Broadway Woodmere NY 11598 $25
516-569-3606

**Long Island** **TORIGD** $20
Come and try our grilled Chikuzen specialties in Japanese style and sushi Tori goin Floral Park Long Island offers both traditional and contemporary innovative dishes
196 Jericho Tpk Floral Park, NY 11001
516-352-1116 www.torigorestaurant.com

**Long Island** **Yamaguchi** $25
63 Main St Port Washington NY 11050
516-883-3500

**Long Island** **Yuki's Palette** $25
811 Old Country Rd Westbury NY 11590
516-334-5008

**Long Island** **Yuki's Palette Too** $25
151 Merrick Ave Merrick NY 11566
516-334-5009

**New Jersey** **Asahi Japanese** $17 Tu
1475 Bergen Blvd Fort Lee, NJ 07024
201-944-5113

**New Jersey** **Daimatsu** $20
860 Mountain Ave Mountainside NJ 07092
908-233-7886

**New Jersey** **Higo Batten** $10
2024 Center Ave Suite J&K, Fort Lee
201-461 5465

**New Jersey** **ICHIBAN**
776 Bloomfield Ave W Caldwell NJ 07006 $20
973-806-7778

**New Jersey** **Italian Tomato (Mitsuwa)** $7
595 River Rd Edgewater NJ 07020
201-941-9113

**New Jersey** **Izakaya Don**
671 Palisade Ave Cliffside Park, NJ 07010 $25 Tu
201 941 3400

**New Jersey** **Kanoko** $15
3865 Rt 27 & Rt 518 Princeton NJ 08540
732-821 8822

**New Jersey** **Komegaski** $25
103 Montgomery St Jersey City NJ 07302
201-433-4567

**New Jersey** **Pinehill**
123 Paramus Rd Paramus, NJ 07652 $20
201-843-0170

**New Jersey** **Princeton Tomo Sushi**

Visit the cozy kitchen and taste some of the most delicate Japanese cuisine around From truly authentic to delectably creative, everything is prepared with a smile and passion for the food Its casual setting and affordable prices make TOMO a rare find
236 Nassau St Princeton NJ 08540 $20
908-924-8470 www.princetontomo.com

**New Jersey** **Sakura 46** $20
389 W Route 46, Cliffside Park, NJ 07010
201-807 1887

**New Jersey** **Sakurabana NJ** $25
43 Franklin Ave, Ridgewood NJ 07450
201-447 1525

**New Jersey** **Santohka (Mitsuwa)** $10
595 River Rd Edgewater NJ 07020
201 941 1004

**New Jersey** **Sanuki Sanda (Mitsuwa)** $6
595 River Rd Edgewater NJ 07020
201 943-9113

**New Jersey** **Su Restaurant** $10
725 River Rd Edgewater NJ 07020
201-340-7588

**New Jersey** **Sugi** $15
2117 Rt 4 E Round Fort Lee NJ 07024
201-461-1838

**New Jersey** **Tomo's Cuisine** $20
113 Rt 23 S Little Falls NJ 07424
973-837-1117

**New Jersey** **UKI UKI**
417 E Rinkerhoff Av Palisades Pk NJ 07650 $15
201 947 6448

**New Jersey** **Umeya**
156 Piermont Rd Cresskill NJ 07626 $22
201-816-0511

For Those Who Worship Sushi, Welcome To Your Shrine
Since 1971, Hatsuhana has been setting the highest standards for sushi restaurants in NY. We invite you to come and experience the "essence" of sushi and see why we've been doing it strong for over three decades.
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47TH ST
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203-972-9100

Connecticut **Kazu**
64 N Main St Norwalk CT 06854 $25 L
203-866-7432

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## $$ $26 - 40

Upper West **Haru**
433 Amsterdam Ave (bet 80th &81st St) $35 L
212-579-5656

Upper West **Roppangi**
434 Amsterdam Ave (at 81st St) $35 L
212-362-8182

Upper West **Sushi Hana**
466 Amsterdam Ave (bet 82nd & 83rd St) $35 L
212 874-1078

Upper West **Tanzan**
205 Columbus Ave (at 73rd St) $32 L
212 580-7300

Upper West **Tokyo Pop**
2728 Broadway (bet 104th & 105th St) $32 L
212-932-1000

Upper East **Aki Sushi**
1425 York Ave (bet 75th & 76th St) $30 L
212-628-4885

Upper East **Haru**
1327 3rd Ave (at 76th St) $30 L
212 452 1026

Upper East **Haru Saka Bai**
1323 3rd Ave (at 76th St) $30 L
212 452-2230

Upper East **Ichiro**
1954 2nd Ave (bet 97th & 98th St) $30 L
212 369-6300

Upper East **Ikenohana**
1018 Lexington Ave (bet 72nd & 73rd St) $30 L
212 737-6639

Upper East **Iron Sushi**
355 E 76th St (bet 1st & 2nd Ave.) $29 L
212 772-7980

Upper East **Ko Sushi**
1329 2nd Ave (at 70th St) $31 L
212 439-1678

Upper East **Kotu Sushi**
310 E 93rd St (bet 1st & 2nd Ave) $30
212-426-1218

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1572 2nd Ave. (bet. 81st & 82nd St) $33
212-879-1188

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343 E 85th St (bet. 1st & 2nd Ave) $35 L
212 245-0569

Upper East **Sachi**
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Midtown West **Aki Sushi**
368 W 52nd St (bet 8th & 9th Ave) $30 L
212-262 2888

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713 2nd Ave (bet. 38th &39th St) $30 L
212-297 1990

Midtown West **Benihana**
47 W 56th St (bet 5th & 6th Ave) $30 L
212-581-0330

Midtown West **Hakata Grill**
230 W 48th St (bet Broadway & 8th Ave.) $40 L
212 245-1020

Midtown West **Haru**
205 W 43rd St (bet Broadway & 9th Ave) $35 L
212 398-3610

Midtown West **Monster Sushi**
22 W 46th St (bet 5th & 6th Ave) $30 L
212-840-7707

Midtown West **Natsumi**
226 W 50th St (bet 8th & Broadway) $30 L
212-258-2988

Midtown West **Onigashima**
43-45 W 55th St 2nd Fl (5th & 6th Ave) $30 L
212 541 7145

Midtown West **Saka Bai Hagi**
152 W 46th St (bet 6th & 7th Ave) $30
212 764-9545

Midtown West **Suba Nippan**
18 W 52nd St (bet 5th & 6th Ave) $30 L
212-581-2525

Midtown East **212 Fukumatsu**
212 E 52nd St (bet. 2nd & 3 d Ave) $28 L
212 754-4940

Midtown East **Gyu-Kaku**
805 3rd Ave. 2nd Fl (at 50th St) $40 L
212-702 0918

Midtown East **Haru**
240 Park Ave (at 48th St) $35 L
212-430-3680

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Casual dining experience with authentic and fresh sushi. The combination of premium seafood and rice is sure to please your appetite. A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere
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212-661-3400 www.hatsuhana.com L

Midtown East **Izakaya Kiki**
141 E 45th St (bet 3rd & Lexington Ave) $30
212 986-5604

Midtown East **Nanwa**
4 E 49th St (bet 5th & Madison Ave) $30 L
212-370-4045

Midtown East **Pearl on the Sushi**
695 5th Ave (at 54th St) $30 L
212-977-9109

Midtown East **Shaburi**
125 E. 39th St (bet Lexington & Park Ave) $30 L
212-967 9395

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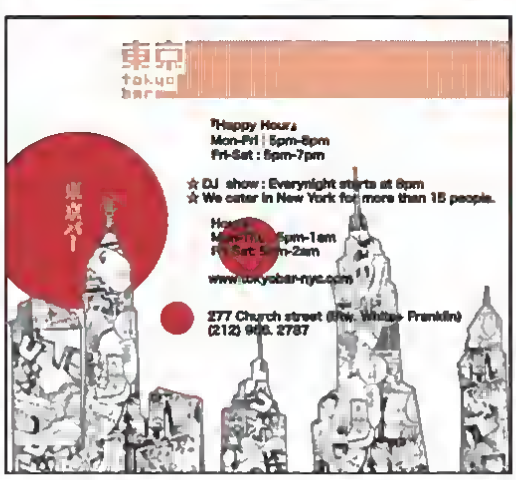


**Midtown East** **Sushi Time**
321 2nd Ave (bet 49rd & 44th St.) $30
212-473-6363

**Midtown East** **Tsushima**
141 E. 47th St. (bet. Lexington & 3rd Ave.) $40
212-207-4936

**Midtown East** **Wahoho Tei**

Family style restaurant serving every day Japanese food at affordable prices. The menu includes a full line of Japanese appetizers and entrees as well as sushi and original rolls. You could count on the true Japanese taste and a well-rounded, healthy meal
1007 2nd Ave. (bet. 53rd & 54th St.) $30
212 223-6303

**Midtown East** **Yakiniku Izakaya Riki**

Serving authentic yakiniku dinner (Japanese BBQ) with several kinds of red wine, sake and shochu in a romantic semi-private dining space. New sushi bar offers sashimi and rolls for appetizers. A private back room accommodates for large parties. Open until 4am
250 E. 52nd St. (bet. 2nd & 3rd Ave.) $30
212-826-4255

**Midtown East** **YAMA Restaurant**
301 E. 49th St. (bet. 1st & 2nd Ave.) $37
212-355-3370

**Chelsea** **Aki Sushi**
128 W. 36th St. (bet. Broadway & 7th Ave.) $30
212-563-8081

**Chelsea** **Iron Sushi**
440 3rd Ave. (bet. 30th & 31St. St.) $29
212-447-5022

**Chelsea** **Matsuri**
369 W 16 St (bet 8th & 5th Ave) $30
212-243-6400

**Chelsea** **Momoya**
185 7th Ave. (at 21st St.) $40
212-989-4496

**Chelsea** **Monster Sushi**
158 W. 23rd St. (bet. 6th & 7th Ave.) $30
212-620-3131

**Gramercy** **Aji Sushi**
515 3rd Ave. (bet. 34th & 35th St.) $26
212-646-2055

**Gramercy** **Aki Sushi**
121 E. 27th St. (bet. Lex. & Park Ave. S.) $30
212-213-9988

**Gramercy** **Hana**
346 1st Ave. (at 20th St.) $30
212-598-0988

**Gramercy** **Haru**
220 Park Ave. South (at 18th St.) $38
646-426-0884

**Gramercy** **Sushi SAMBA**
245 Park Ave. South (bet. 19th & 20th St.) $36
212-475-8377

**Gramercy** **Sushi Sen-nin**
30 E. 33rd St. (bet. Madison & Park Ave. S.) $40
212-889-2208

**Gramercy** **Sushi Twist**
68 Madison Ave. (Bet. 27th & 28th St.) $30
212-213-2299

**Gramercy** **YAKINIKU JUJU**
157 E. 28th St. (bet. Lexington & 3rd Ave.) $30
212-684-7830

**West Village** **Aki**
181 W. 4th St. (bet. Barrow & Jones St.) $38
212-989-5440

**West Village** **Kurara**
53 Commerce St. (bet. Bleecker & Seffford St.) $30
212 741-2123

**West Village** **Marumi**
546 LaGuardia Pl. (bet. Bleecker & W 3rd St.) $30
212-979-7055

**West Village** **Monster Sushi**
535 Hudson St. (at Charles St.) $30
646-336-1633

**West Village** **Rockmaisha**
11 Barrow St. (bet W. 4th St. & Bleeker) $35
212-675 7775

**West Village** **Tomoe Sushi**
172 Thompson St. (Bleecker & Houston) $30
212 777-9349

**West Village** **YAMA on Carmine St.**
31-40 Carmine St. (Bleecker & Bedford) $37
212-243-8330

**West Village** **YAMA on Houston St**
82 Houston St (LaGuardia & Thompson) $37
212-674-0935

**East Village** **Gyu-Kahu**
34 Cooper Sq. (bet. 5th & 6th St.) $40
212-475 2969

**East Village** **Hasaki**

Serving authentic Japanese food since 1994. our Edomae style sushi is made only by experience sushi chefs. Try daily specials from sushi bar and kitchen. Also offering seasonal delicacies. Open Lunch Time (Wed-Fri 12pm-3pm (Sat & Sun) 1pm-4pm
210 E. 9th St. (bet. 2nd & 3rd Ave.) $35
212-473-3327 www.hasakinyc.com

**East Village** **Japonica**
100 University Pl (at 12th St.) $40
212-243 7752

**East Village** **Kasadela**
647 E 11th St. (bet. Ave. B & C) $30
212-777-1582

**East Village** **Kyu Ya**
64 E. 7th St. (bet. 1st Ave. and Ave A) $35
212-982-4140

**East Village** **Nori**
28 2nd Ave. (bet. 7th and St. Marks Pl) $30
212-477-4625

**East Village** **Saha Bar Decibel**
240 E. 9th St. (bet. 2nd & 3rd Ave.) $40
212-979-2733

**East Village** **Shabu-Tatsu**
216 E. 10th St. (bet. 1st & 2nd Ave.) $33
212-477-2372

**East Village** **Sushi Anyoshi**

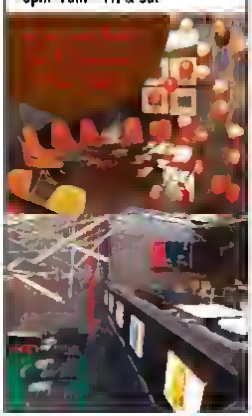
Sushi Anyoshi is a hidden gem located near Union Square serving Japanese tapas & sushi. The menu includes authentic Japanese dishes as well as innovative dishes with a large selection of appetizers. A bar counter and a wide variety of sake available
810 Broadway (bet. 11th &12th St.) $30
212-988-1884

**East Village** **Sushi Lounge**
132 St. Marks Pl. (bet. 1st Ave & Ave A) $30
212 598-1188

**Lower Mhn** **Ise Downtown**
56 Pine St. (bet. William & Pearl St.) $35
212-785-1600

**Lower Mhn** **Kitchen Club**
30 Prince St. (at Mott St.) $35
212-274-0025


bozu
296 Grand St.
Brooklyn NY 11211
718.384.7770
www.olbozu.com
6pm-12am Mon thru Thurs, Sun
6pm-1am Fri & Sat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High End Yakitori Restaurant
TORI SHIN
1193 1st ave (bet 64th & 65th sts.)
tel 212-988 8408
Now open Sunday (closed on tue)
Torishio Course $40
*Dishes may vary depending on availability

Lower Mhn **EN Japanese Brasserie**

Serving traditional Japanese "home style" cuisine in a modern beautiful environment. Menu is based on the most fundamental building blocks of Japanese cooking while the atmosphere creates a grand environment that retains a remarkable amount of intimacy.

435 Hudson St (at Leroy St.) $40
TEL: 212-647-9196 www.enjb.com

Lower Mhn **Sachiko's on Clinton**

High-end yet affordable authentic creative Japanese sushi/sake restaurant in the heart of LES with tranquil garden for outside dining. Perfect for private parties, business meetings, birthday parties and holiday events. Delivery and catering services available.

25 Clinton St (bet E. Houston & Stanton St) $33
212-253-2900 www.sachikosonline.com

Lower Mhn **Takahachi Tribeca**

148 Duane St (Church & W. Broadway) $35
212-571-1830

Lower Mhn **Tokyo Bar**

A new Japanese comfort food restaurant offering a wide variety of original cocktails, sake and shochu. Enjoy Tokyo Mojito and Ume Pisco on omelet while feeling refreshing at atmosphere. DJ plays daily from 8pm. Happy hour from 5pm to 9pm.

277 Church St. (bet. White & Franklin) $30
212-966-2767 www.tokyobar-nyc.com

Brooklyn **Bozu**

Japanese fusion tapas restaurant offering homemade infused Japanese spirits and more than 20 varieties of sake. Try our famous sushi bombs which are decorated round sushi. A huge heated patio available 6pm-12am (Mon-Thu, Sun) 6pm-1am (Fri & Sat).

257 Grand St (bet. Havemeyer & Roebling) $30
718-384-7770 www.a-bozu.com

Brooklyn **Hibiao**

333 Henry St. (Grand & Montgomery St.) $35
718-260-8052

Brooklyn **Osaka**

272 Court St. (bet. Butler & Douglass St.) $30
718-643-0044

Brooklyn **Sakura Cafe**

390 5th Ave (bet. 6th & 7th Ave.) $35
718-832-2970

Brooklyn **Tenzan**

7111 18th Ave (at 71st St.) $30
718-621-3238

Queens **Shiro of Japan Atlas Pk**

80-40 Cooper Ave (at 80th St.) $30
718-326-8704

Upstate **Hajime**

257 Halstead Ave Harrison, NY 10528 $30
914-777-1543

Upstate **Kiko House**

11 21 E Washington Ave Pearl River, NY $30
845-735-6885

Upstate **Noda**

200 Hamilton Ave White Plains, NY 10601 $40
914-949-0990

Upstate **Tsuru**

256 N Central Ave Hartsdale, NY 10530 $30
914-761-0067

Long Island **Benihana**

Northern Blvd Munsey Park, NY 11030 $36
516-627-3400

Long Island **Benihana**

320 Merchants Concourse Westbury, NY $30
516-222-8091

Long Island **Bonburi**

14 Elm St. Huntington, NY 11743 $40
631-673-0400

Long Island **Inatome Steak House**

6 5th St. Valley Stream, NY 11581 $30
516-872-0418

Long Island **Kobaa Restaurant**

2016 Marrick Rd Merrick, NY 11566 $30
516-223-8200

Long Island **Koisa**

540 Westbury Ave Carle Place, NY 11514 $25
516-333-3434

Long Island **Kura Bar**

478 New York Ave Huntington, NY 11743 $30
631-673-0060

Long Island **Sen Restaurant**

23 Main Street, Sag Harbor, NY 11963 $40
631 725 1774

New Jersey **Aoyama**

1382 Washington Valley Rd Martinsville, NJ $35
732 271 2556

New Jersey **Ichibaa**

414 Hackensack Ave Hackensack, NJ 07601 $30
201-489-0301

New Jersey **Komegashi too**

Located in waterfront Jersey City, Komegashi has the most gorgeous view overlooking Manhattan skyline, offers exciting sushi selections. Try our Chirashi Royale: the freshest pick from chef with selection from Japan and domestic. Only 5 min PATH from NYC!

99 Town Sq. Place Jersey City, NJ 07310 $30
201 533-8899 www.komegashi.com

New Jersey **Lounga Zen**

254 Degraw Ave Teaneck, NJ 07666 $30
201 692-8585

New Jersey **Masa Sushi & Grill**

81 W. Allendale Ave Allendale, NJ 0740 $30
201-934-8818

New Jersey **Matsushima**

585 River Rd Edgewater, NJ 07020 $35
201-945-8450

New Jersey **Monstar Sushi**

365 Springfield Ave Summit, NJ 07901 $30
908-598-1100

Connecticut **Fuji Garden Steak House**

215 E. Cherry St. Fairfield, CT 06879 $30
860-599-1156

Connecticut **KU**

95 E. Putnam Ave Cos Cob, CT 06807 $35
203-422-8313

The Bronx **OHANA**

600 City Island Ave Bronx, NY 10464 $35
718-885-0700

## $$$ $41 - 65

Upper East **Donguri**

309 E. 83rd St. (bet. 1st & 2nd Ave.) $54
212-737-5656

Upper East **Geisha**

33 E. 61st St. (bet. Park & Madison Ave.) $61
212-813-1112

Upper East **Sushi Seki**

1143 First Ave (bet. 62nd & 63rd St.) $57
212-371-0236

Eggplant Denzaku (grilled eggplant with miso) $5.75
Spring Roll with pork belly $5
Cold Root Vegetables $5.75
Uzaku eel sunomono with cucumber $6.75

**WASHOKU TEI**
1007 2nd Ave (53rd & 54th Sts.) TEL. 212 223-8303
Lunch Mon-Fri Noon-2:30pm Dinner Mon-Sun 5:30pm-10:30pm

**Midtown West** **Koi**
40 W 40th St (5th & 6th Ave) $62 L
212-921-3330

**Midtown West** **Omido**
1695 Broadway(bet 52nd 54rd St.) $45 L
212-247-6110

**Midtown West** **Shimizu**
319 W 51st St (bet 8th & 9th Ave) $50 Su L
212-581-1581

**Midtown West** **Sushiden**
123 W 49th St (bet 6th & 7th Ave) $50 Su L
212-398-2600

**Midtown West** **Yakitori TOTTO**
251 W 55th St (bet Broadway & 8th Ave.) $44
212-245-4566

**Midtown East** **Abunya Kunnosuke**

It's such fun trying dishes you've never heard of at this different East Midtown Japanese where many of the delicately flavored items come right from a robata grill. It's a lot like going to Tokyo so don't expect to hear much English (Zagat Survey 2007)
213 E 45th St (bet 2nd & 3rd Ave) $51 L
212-867-5454

**Midtown East** **Hatsuhana**
17 E 48th St (bet 5th & Madison Ave) $50 Su L
212-355-3345

**Midtown East** **Nippon**
155 E 52nd St (bet Lexington & 3rd Ave) $49 Su
212-758-0225

**Upper East** **Restaurant ON**
A counter kappo restaurant serving high ghost quality seasonal seafood and vegetables in an authentic kaiseki-style. Be mesmerized by 7 -9 or 10 course ($50 $60 $110) or order a la carte. A wide variety of sake, shochu wine sake tasting flights available
1029 Second Ave (at 54th St.) $50 L M
212-355-3557 www.restaurantonn.com

**Midtown East** **Restaurant SEO**
246 E 49th St (bet. 2nd & 3rd Ave.) $50 L
212-355-7722

**Midtown East** **Ringo**
205 E 45th St (bet 2nd & 3rd Ave.) $53 L
212-867-4200

**Midtown East** **SAKAGURA**

...ghost sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade soba and lunch set of soba & rice bowl are popular. This amazing hideout is located on the basement level is perfect for couples. Private parties available
211 E 43rd St. B1F (bet. 2nd & 3rd Ave.) $50 L
212-953-7253 www.sakagura.com

**Midtown East** **Shinbashi**
7 E 40th St.(bet. 5th & Madison Ave.) $50 Su L
212-213-1009

**Midtown East** **Soba TOTTO**
211 E 43rd St. 1st Fl(bet 2nd & 3rd Ave) $44 L
212-557-8200

**Midtown East** **Sushi ANN**
38 E. 51st St. (bet. Park & Madison Ave.) $60 Su L
212-755-1710

**Midtown East** **Sushiden**
19 E 49th St. (bet. 5th & Madison Ave.) $57 Su L
212-758-2700

**Midtown East** **Tokyo**
342 Lexington Ave (bet. 39th & 40th St.) $50 L
212-697-8330

**Midtown East** **Torys**

The sister restaurant of Yakitori Totto. Torys is the newest Yakitori spot in Midtown. Menu showcases every imaginable part of chicken. Faithfully seasoned and grilled to perfection. Torys also offers innovative dishes as well
246 E. 52nd St., 2Fl (bet. 2nd & 3rd Ave.) $44
212-813-1800 www.torysnyc.com

**Chelsea** **Naka Naka**
458 W 17th St. (at 10th Ave.) $50
212-929-6544

**Chelsea** **Ono**
Gansevoort Hotel 18 9th Ave (at 13th St.) $60 L
212-660-6759

**Gramercy** **BUTAI**
115 E. 19th St. (bet. Park Ave. & Irving Pl.) $44 L
212-387-8855

**West Village** **Blue Ribbon Sushi**
119 Sullivan St. (bet. Prince & Spring St.) $51 L
212-343-0404

**West Village** **Nagomi**
179 Prince St (Thompson & Sullivan) $50 Su L
212-387-8230

**West Village** **Soto**
357 Sixth Ave (Washington Pl.) $45 Su
212-414-3088

**East Village** **JEWEL BAKO**
238 E. 5th St. (bet. 2nd & 3rd Ave.) $50 Su
212-979-1012

**East Village** **LAN**
56 3rd Ave (bet. 10th & 11th St.) $44
212-254-1955

**East Village** **Sobakoh**
309 E. 5th St. (bet. 1st & 2nd Ave.) $45 M L
212-254-2244

**East Village** **Sumile**
154 W. 13th St (bet. 6th & 7th Ave.) $60 L
212-989-7539

**Lower Mhn** **Azabu Sushi**
428 Greenwich (basement of Greenwich Grill) $50 L
212-274-0428

**Lower Mhn** **Greenwich Grill**
428 Greenwich St (bet Vesty & Laight St) $50 L
212-274-0428

**Brooklyn** **Blue Ribbon Sushi**
278 5th Ave (bet. 1st St. & Garfield) $55
718-840-0408

**Brooklyn** **Zenkichi**
77 N. 7th St (bet. Wythe Ave & Berry St.) $60 M Tu
718-384-8385

**Upstate** **Nanase**
522 Mamaroneck Ave Wh te Pla ns, NY 10605 $50 W
914-205-5351

**Long Island** **TOKU**
2014C Northern Blvd NY 11030 $50
516-627-8858

**New Jersey** **KIKU**
305 Rt. 17 South Paramus, NJ 07652 $45
201 265-7200

**Staten Island** **Fushimi**
2110 Richmond Rd (at Lincoln Ave.) $42 L
718-980-5300

**$$$$ $66 or more**

**Upper West** **Asiate**
Mandarin Oriental Hotel 35F $100 L
212-805-8881

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Upper West **Bar Masa**
Time Warner Ctr 10 Columbus Cir 4th Fl
212-823-9800
$69 Su L

Upper West **Gari**
370 Columbus Ave. (bet. 77th & 78th St.)
212-362-4616
$30

Upper West **Masa**
Time Warner Ctr., 10 Columbus Cir 4th Fl
212-823-9800
$400 Su L

Upper East **KAI**
822 Madison Ave. (bet. 68th & 69th St.)
212 988 7277
$100 M Su L

Upper East **Sasabuna**
401 E. 73rd St. (bet. 1st & York Ave.)
212 249-4563
$80 M Su L

Upper East **Sushi of Gari**
402 E. 78th St. (bet. 1st & York Ave.)
212-517-5340
$70 M

Upper East **TORI SHIN**

TORI SHIN s not an ordinary Yakitori Restaurant! Refined Tokyo-style Yakitor s made only with organ c chickens from FA No snacks from the gr ll w ith excellent vin l ist on Vegetar on dishes available Yak tori Ka seki (Omakase) $75
1133 1st Ave. (bet. 64th & 65th St)
212-986-8408
$70 M

Midtown West **Kobe Club**
68 W 58th St. (bet 5th and 6th Ave.)
212 644-5623
$146 Su

Midtown West **NOBU 57**
40 W. 57th St. (bet. 5th & 6th Ave.)
212 757-3000
$100 L

Midtown West **Sugiyama**
251 W. 55th St. (bet. Broadway & 8th Ave.)
212-956-0670
$90 M Su

Midtown East **Hakuba**
The Kitano Hotel 66 Park Ave (at 38th St.)
212 885-7111
$60 L

Midtown East **Inagiku**
111 E. 49th St. (bet. Park & Lexington Ave.)
212 355-0440
$70 L

Midtown East **Kuruma Sushi**
7 E. 47th St. 2nd Fl. (bet 5th & Madison Ave)
212-317-2902
$110 Su L

Midtown East **Megu Midtown**
345 UN Plaza (1st Ave Bet. 47th & 48th st.)
212 964 7777
$125 Su L

Chelsea **MORIMOTO**
88 10th Ave. (bet 15th and 16th St.)
212 620-0260
$90 L

Gramercy **15 EAST**
15 E. 15th St. (Union Sq. W. & 5th Ave.)
212-647-0015
$75 L

Gramercy **JAPONAIS**
111 E. 18th St. (bet. Irving Pl. & Park Ave. S.)
212 260-2020
$75 Su L

West Village **Ushiwakamaru**
136 Houston St (Sullivan & MacDougal)
212 228-4161
$80 Su

Lower Mhn **MEGU**
62 Thomas St. ( Church & W Broadway)
212-964-7777
$125 L

Lower Mhn **NINJA**
25 Hudson St (bet Duane & Reade St.)
212 274-1500
$70

Lower Mhn **NOBU**
105 Hudson St. (at Franklin St.)
212-219-0500
$100 L

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St (Franklin & N. Moore St.)
212-334-4445
$75

Lower Mhn **Rosanjin**
141 Duane St. (bet Church & W Broadway)
212 346-7941
$80 Su

## CAFE

Upper West **Beard Papa's Upper W.**

We bake our spec al choux pastry several times da ly and our secret-rec pe of wh pped cream custard- s made on the prem se You can taste the difference of our commitment to serve only the freshest cream puffs with the h ghest quel ty in every b te
2167 Broadway (at 75th St.)
212-799-3770 www.mug nahouse.com
Cream Puffs

Upper East **Choux Factory**
1685 1st Ave (bet 87th & 88th St.)
212 289-2023
Cream Puffs

Midtown West **Minamoto Kitchoan**

Serv ng true flavor of Japanese tradit on w th beautifully shaped and colored confect ons made from all healthy ingredients in express the elements of each season E joy th o dol cious creat ons with hot green tea as they perfectly complement each other
608 Fifth Ave (49th St. bet 5th & 6th)
212-489-3747 www.kitchoan.com
Confectionery

Midtown East **Cafe Zaiya Midtown E**
18 E 41 St (bet. 5th & Madison Ave.)
212 779-0700
Bakery

Midtown East **Choux Factory**
One 1st Ave. (bet 48th & 49th St.)
212-223-0730
Cream Puffs

Midtown East **TAFU New York**

A wide selection of products nclud ng Maccha green tea loose tea leaves and tea bags various tea nspired sweets, and spec al gift sets of authentic Japanes tea and tea utensils Natural ingredients free of add tives, chem cals, or preservatives
565 Lexington Ave (51st bet 3rd & Lex.)
212-980-1310 www.tafuny.com
Dessert Tea

West Village **Beard Papa's W. Village**
5 Carmine St (bet 6th Ave & Bleecker St.)
212 989-6955
Cream Puffs

East Village **Beard Papa's Astor Pl.**
740 Broadway (bet. Astor & Waverly Pl.)
212-353-8868
Cream

East Village **Cafe Zaiya East Village**
69 Cooper Sq. (at St. Marks St.)
212-253-3700
Bakery

East Village **Cecel Cafe Crepe**
135 1st Ave (bet. St. Marks & 9th St.)
212-460-5102
Crepe

East Village **Chikalicious**
203 E 10th St (bet 2nd & 3rd Ave.)
212-995-9511
Dessert Bar

East Village **Gateaux Bakery**
494 Kinderkamack Rd Riveredge NJ 07661
201-634-1131
Bakery

East Village **PANYA**
10 Stuyvesant St (bet 2nd & 3rd Ave.)
212 777-1330
Bakery

Lower Mhn **Rheon Cafe**
189 Spring St (Sullivan & Thompson St.)
212-966-7040
Cafe

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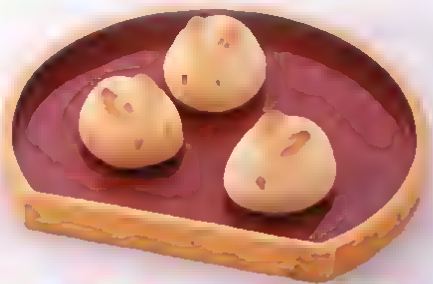
FIFTH AVENUE
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New York, NY 10020
212-489-3747
NEW JERSEY
595 River Rd.,
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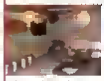
Edgewater, NJ 07020
201-313-9335

| | | |
|---|---|---|
| New Jersey | **Minamoto Kitchoan** | |
| 555 River Rd Edgewater NJ 201-313-8335 | | Confectionery |
| New Jersey | **Parisienne** | |
| 250 Main St. Fort Lee, NJ 07024 201-592-6578 | | Bakery |

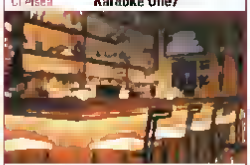
## KARAOKE

| | | |
|---|---|---|
| Upper East | **Box Snack Riki** | |
| 141 E. 45th St. 2F(bet. Lex. & 3rd Ave.) 212-599-5612 | | $10/h $30 minimum |
| Upper East | **Box Saack Riki-2** | |
| 250 E. 52nd St (bet. 2nd & 3rd Ave.) 2F 917-639-0418 | | $8/h $30 minimum |
| Upper East | **Iggy's** | |
| 1452 2nd Ave (bet. 75th & 76th St) 212-327-8043 | | no charge |
| Midtown West | **Japas 55** | |
| 253 W 55th St (bet. Broadway & 8th Ave.) 212-765-1210 | | $/h /person |
| Midtown East | **Japas 27** | |
| 36F 3rd Ave (bet. 26th & 27th St) 212-868-2929 | | $8/h /person |
| Midtown East | **Japas 38** | |
| 9 E. 38th St (bet. 5th & Madison Ave.) 212-679-4040 | | $8/h /person |
| Midtown East | **Karaoke Duet 48** | |



A casual Japanese karaoke spot with 16 spacious and comfortable private rooms. Sing your heart out with a big flat panel screen and over 100,000 songs to choose from. Japanese sake and shochu available.

| | |
|---|---|
| 304 E. 48th St. (at 2nd Ave.) 212-753-0030/0031 www.karaokeduet.com | $6/h per person |
| Midtown East | **Karaoke Top Tones** |
| 303-305 E 53rd St (bet 1st & 2nd Ave) 212-758-3618 | $2/song |
| Korea Town | **iBop Karaoke** |
| 25 W 35th St. 3rd Fl. (bet. 5th and 6th Ave.) 646-752-4895 | $6/h |
| Korea Town | **Karaoke Duet 35** |
| 53 W. 35th St. 2nd Fl. (bet. 5th & 6th Ave.) 646-473-0626 | $4/h /person |
| Korea Town | **Tinga Tinga Karaoke** |
| 162 Madison Ave. 6th Fl. (bet. 32nd & 33rd St.) 212-213-0675 | $40/h /box |
| Korea Town | **Toto Music Studio** |
| 36 W. 32nd St. # 5 (bet. 32nd and 33rd St.) 212-564-0644 | $35/h /box |
| Chelsea | **Karaoke One7** |



Karaoke One7 offers the city's largest song selection of over 80,000 in 13 different languages and new songs are added monthly. Sing at the bar for $2 per song or sing with your friends in a room equipped with a Hi-Fi sound plasma TV. Wide variety of drinks available from the bar. Drinks are half price during Happy Hour (2pm-7pm) with some restrictions. Open 7 days from 2pm to 4am. Large living rooms available. Call for reservation.

| | |
|---|---|
| 29 W 17th St (bet 5 & 6Ave) 212-675-3527 www.karaoke17.com | $2/song |
| East Village | **Lush Lounge** |
| 9 E. 13th St (bet 5th Ave. & University Pl.) 646-486-3225 | 35/h /box |
| East Village | **Planet Rose** |
| 213 Avenue A (bet. 13th & 14th St.) 212-353-9500 | $2/song |
| East Village | **Sing Sing (Ave. A)** |

Among the newest and trendiest restaurants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke. It is a perfect place for get-together with friends after dinner. Large party rooms are available for up to 30 people. OPEN 7 DAYS

| | |
|---|---|
| 61 Avenue A (bet. 5th & 6th St.) 212-777-0700 www.karaokenycng.com | $7/h per person |
| East Village | **Sing Sing (St. Marks)** |

Conveniently located on St. Marks Street in the heart of East Village, Sing Sing is a Karaoke lounge with 18 Private Rooms. This brand new lounge is a great spot for young adults who love to sing. OPEN 7 DAYS 1:00PM-5:00AM. Party@karaokesingsing.com

| | |
|---|---|
| 9 St. Marks Pl. 2nd Fl. (bet. 2nd & 3rd Ave.) 212-667-7800 www.karaokesingsing.com | $7/h per person |
| Lower Mhn | **Asia Roma Bar & Lounge** |
| 40 Mulberry St. (at Worth St.) 212-385-1133 | no charge |
| Lower Mhn | **Buy Karaoke Bar** |
| 8 Thompson St. 2Fl (bet. 6th Ave. & Canal St.) 212-334-5430 | $30/h /box |


Format Ad
from $80 per month
Please contact us
for detail.

CHOPSTICKS™
TEL: 212-431-9970
(Ex.130 or 102)

GRAND OPENING
HAPPY HOUR (OPEN-6PM)
Mon-Thu $4
Fri-Sun $5 (person/hour)
KARAOKE MARATHON
You can sing as long as you want from open until 8 pm at flat rate!!
Mon-Thu $10, Fri-Sun$12
★16 private rooms to accommodate a wide variety of parties
★Relaxing atmosphere with a flat panel TV in each room
★Over 100,000 songs
★VIP room for parties of up to 25 people available
Duet
304 E. 48th St (at 2nd Ave.) 212-753-0030/0031 www.karaokeduet.com
2pm-4am (Mon-Thu) 2pm-6am (Fri) 1pm-6am (Sat) 1pm-4am (Sun)

# Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available
L Open for Lunch
M Tu W Day Close
Delivery
Th F Sa Su
Family Dining
Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

## $ $25 and below

### CHINESE

Upper West — **Ivy's Cnfn**
154 W 72nd St (b/w Broadway & Colmbus Ave) — $23
212 787-3333

Upper West — **Ollin's**
1351 Broadway (bet. 97th & 98th St.) — $20
212 595-6161

Upper West — **Ollie's**
2957 Broadway (at 116th St.) — $20
212-932-3300

Upper East — **Chef Ho's**
1720 2nd Ave. (bet. 89th & 90th St.) — $25
212 348-9444

Upper East — **Hunan Balcony**
1650 3rd Ave. (bet. 92nd & 93rd St.) — $18
212-517-2088

Upper East — **Lin's Noodle & Grill**
1500 3rd Ave. (bet. 84th & 85th St.) — $22
212-535-1313

Upper East — **Our Place Cuisines**
1444 3rd Ave (bet. 81st & 82nd St.) — $25
212-288-4588

Midtown West — **Grand Sichuan**
745 9th Ave (at 50th & 51st St.) — $15
212-582-2288

Midtown West — **Joe's Shanghai**
24 W 56th St (bet. 5th & 6th Ave.) — $20
212 333-3868

Midtown West — **Ollin's**
200-B W 44th St (bet. 7th and 8th Ave.) — $15
212 921-5980

Midtown West — **Tang's Pavilion**
65 W 55th St (bet. 5th & 6th Ave.) — $20
212 956-6488

Midtown West — **Wu Liang Ye**
36 W 49th St (bet. 5th & 6th Ave.) — $25
212-398-2306

Midtown East — **Evergreen**
10 E 38th St (bet. 5th & Madison Ave.) — $23
212 448-1199

Midtown East — **Grand Sichuan**
1049 2nd Ave (bet. 55th & 56th St.) — $20
212-355-8855

Midtown East — **Mee Noodle Shop**
922 2nd Ave (at 49th St.) — $15
212 888-0027

Midtown East — **Our Place Shanghai**
141 E 55th St (bet. Lexington & 3rd Ave.) — $25
212-753-9900

Chelsea — **Grand Sichuan**
227 Lexington Ave (bet. 33rd & 34th St.) — $25
212-679-9770

Chelsea — **Grand Sichuan**
229 9th Ave (at 24th St.) — $20
212-620-5200

Chelsea — **Rickshaw Dumpling**
81 W 23rd St. (bet. 5th & 6th Ave.) — $20
212-924-5220

West Village — **Empire Szechuan**
173 7th Ave S (at Perry St.) — $15
212 243-6048

East Village — **Dumpling Man**
100 St. Marks Pl (bet. 1st & Ave. A) — $11
212-505-2121

East Village — **Rickshaw Dumpling**
53 E 8th St (bet. Broadway & University) — $20
212-411 1750

Lower Manhattan — **amazing 66**
66 Mott St (bet. Bayard & Canal St.) — $23
212-334-0053

Lower Manhattan — **Au Mandarin**
200-250 Vesey St (at West St.) — $18
212 385-0313

Lower Manhattan — **Big Wong**
67 Mott St (bet. Bayard & Canal St.) — $13
212 964-0540

Lower Manhattan — **China Chalet**
47 Broadway (Exchange Pl. & Morris St.) — $25
212-943-4388

Lower Manhattan — **Congee Village**
100 Allen St (bet. Broom & Delancy) — $15
212-941 1818

Lower Manhattan — **Dim Sum Go Go**
5 E Broadway (bet. Catherine & Oliver St.) — $15
212 732-0797

Lower Manhattan — **Excellent Dumpling**
111 Lafayette St (Canal & Walker St.) — $15
212 219-0212

Lower Manhattan — **Golden Unicorn**
18 E Broadway (Bowery & Catherine St.) — $15
212-941 0811

Lower Manhattan — **Jing Fong**
20 Elizabeth St (bet. Bayard & Canal St.) — $20
212 964-5256

Lower Manhattan — **Joe's Ginger**
25 Pell St (at Doyers St.) — $15
212 285-0333

Lower Manhattan — **Jonn Shanghai**
9 Pell St (bet. Bowery & Mott St.) — $15
212 233-8888

Lower Manhattan — **Lin's Dumpling House**
28 Bowery (at Bayard St.) — $10
212-349-0303

Lower Manhattan — **Maadarin Court**
61 Mott St (bet. Bayard & Canal St.) — $15
212-608-3838

Lower Manhattan — **Mr Tang**
50 Mott St (Bayard St.) — $20
212-233-9888

Lower Manhattan — **New Bo-Ky**
80 Bayard St (bet. Mott & Mulberry St.) — $10
212-406-2252

Lower Manhattan — **New Green Bo**
66 Bayard St. (bet. Elizabeth & Mott St.) — $15
212-625-2356

Lower Manhattan — **Oriental Garden**
14 Elizabeth St. (bet. Bayard & Canal St.) — $20
212-619-0015

Brooklyn — **Faan**
209 Smith St (bet. Baltic & Butler St.) — $15
718-694-2277

Queens — **East Manor**
46-45 Kissena Blvd (at Laburnum Ave.) — $15
718-888-8888

### KOREAN

Midtown West — **Don's Bogam**
17 E 32nd St (bet. 5th & Madison Ave.) — $25
212-683-2200

Midtown West — **Franchia**
12 Park Ave (bet. 34th & 35th St.) — $25
212-213-1001

Midtown West — **Gam Mee Ok**
43 W 32nd St. (bet. 5th Ave. & Broadway) — $25
212-695-4113

Korea Town — **HAN BAT**
53 W 35th St. (bet. 5th & 6th Ave.) — $15
212-629-5588

Korea Town — **Hyo Dong Gak**
51 W 35th St. (bet. 5th & 6th Ave.) — $15
212-695-7167

Korea Town — **Kumkang House**
32 W 32nd St (bet. 5th Ave. & Broadway) — $15
212-947-8482

Korea Town — **Kum Gang San**
49 W 32nd St (bet. 5th Ave. & Broadway) — $20
212-967-0909

Korea Town — **Kunjip Restaurant**
9 W 32nd St (bet. 5th Ave. & Broadway) — $15
212-216-9487

Korea Town — **Seoul Garden**
34 W 32nd St (bet. 5th Ave. & Broadway) — $15
212-736-9002

Korea Town — **Shilla**
37 W 32nd St (bet. 5th Ave. & Broadway) — $25
212-967-1990

Korea Town — **Won Jo**
23 W 32nd St. (bet. 5th Ave. & Broadway) — $20
212-695-5115

Korea Town — **Woo Chon**
10 W 36th St (bet. 5th & 6th Ave.) — $20
212-695-0676

West Village — **Penang Gumey Drive**
941 La Guardia Pl (W 3rd & Bleecker) — $20
212-477-0900

East Village — **Bnn Joo**
107 1st Ave (bet 6th & 7th St.) — $20
212-505-7974

East Village — **Onk Sum's**
119 1st Ave (bet. 7th St & St Marks Pl) — $15
212-477 9509

East Village — **Sura**
105 E 3th St. (bet. 3rd & 4th Ave.) — $25
212-982-0380

Lower Manhattan — **Kori**
253 Church St (bet. Leonard & Franklin St.) — $20
212-334-0808

Lower Manhattan — **Li Hun**
171 Grand St (bet. Centre & Baxter St.) — $20
212-343-0090

Brooklyn — **Onkebi**
199 Grand St (bet. Bedford and Driggs Ave.) — $20
718-782-1424

Upstate — **Kalbi House**
291 Central Ave. White Plains NY 10606 — $25
914-328-0251

New Jersey — **Gam Mee Ok**
485 Main St. Fort Lee NJ 07024 — $20
201-242-1333

### THAI

Upper West — **Land**
450 Amsterdam Ave (bet. 81st & 82nd St.) — $25
212-501-0121

Upper West — **Lemongrass Grill**
2534 Broadway (at 95th St.) — $22
212-666-0888

Upper East — **Jasmine**
1819 2nd Ave (at 94th St.) — $25
212-517-8854

Upper East — **Sa-Woy**
1479 1st Ave (at 77th St.) — $20
212 744-6374

Upper East — **Sala Thai**
1711 2nd Ave (bet. 89th & 90th St.) — $25
212-410-3557

Upper East — **Spice**
1411 2nd Ave (bet. 73rd & 74th St.) — $25
212-396-5348

Upper East — **Viang Ping**
1383A 2nd Ave (bet. 72nd & 73rd St.) — $22
212 249-8484

Midtown West — **Bangkok House**
360 W 46th St (bet. 8th & 9th Ave.) — $15
212-541-5943

Midtown West — **Breeze**
961 8th Ave (bet. 45th & 46th St.) — $20
212-262-7777

Midtown West — **Chanpen Thai**
781 9th Ave (at 51st St.) — $20
212-586-8808

Midtown West — **Pam Real Thai**
402 W 47th St. (bet. 9th & 10th Ave.) — $20
212-315-4441

Midtown West — **Pongsri Thai**
244 W 48th St. (bet. Broadway & 8th Ave.) — $20
212-582-3382

Midtown West — **Topaz Thai**
127 W 56th St. (bet. 6th & 7th Ave.) — $15
212-957-8020

Midtown West — **YUM YUM 3**

YUM YUM 3 is the third and most exciting yet of the Yum Yum family of restaurants. Conveniently located at corner of 46th St and 9th Ave. we offer the most authentically traditional Thai menu and most affordable prices you can find in Manhattan.
858 9th Ave. (bet corner of 46th St.) — $15
212 956-0635 www.yumyum3.com

Midtown West — **YUM YUM BANGKOK**

Casual-hip atmosphere welcomes you but very worthwhile to sit a spell in this place to chill. We feature a variety of authentic Thai cuisine, seafood, beef, duck, and chicken dishes and weekly Chef's special. Prix fixe Special only $14.95
850 9th Ave. (bet. 45th & 46th St.) — $15
212 262 7244 www.yumbangkoknyc.com

Chelsea — **Jinya Thai**
358 3rd Ave. (bet. 25th & 29th St.) — $25
212-686-1330

Chelsea — **Lemongrass Grill**
138 E 34th St. (bet. Lexington & 3rd Ave.) — $20
212-213-3317

Chelsea — **Pad Thai**
114 8th Ave. (bet. 15th & 16th St.) — $20
212-691-6226

Chelsea **Pongsn Chelsea**
165 W 23rd St (bet 6th & 7th Ave (
212-645-4808 $20 L

Chelsea **Regional Thai**
208 7th Ave (bet 21St & 22nd St)
212-807-6672 $25 L

Chelsea **Room Service**
146 8th Ave (bet. 16th & 15th St)
212-691-0299 $25 L

Chelsea **Royal Siam**
240 8th Ave (bet. 22nd & 23rd St)
212-741-1732 $15 L

West Village **Galanga**
146 W 4th St (bet. Macdougal & 6th)
212-226-4267 $15 L

West Village **Lemongrass Grill**
9 E 13th St (bet. 5th Ave. & Un versity Pl)
212 242-0606 $20 L

West Village **Lime Thai Bistro**
25 7th Ave S (bet. Barrow & Morton St
212-727-2678 $25 L

West Village **Pram-on Thai**
136 W Houston St (MacDougal & Sullivan)
212-353-2336 $25 L

East Village **Elephant**
58 E 1st St (bet. 1st & 2nd Ave)
212-505-7739 $25 L

East Village **Holy Basil**
149 2nd Ave. (bet. 9th & 10th St)
212-460-5557 $15

East Village **Mong**
7 St. Marks Pl (bet. 2nd & 3rd Ave)
212-505-9955 $20 L

East Village **SEA**
75 2nd Ave (bet. 4th & 5th St)
212-228-5505 $15 L

East Village **Spice**
90 University Pl (bet. 10th & 11th St.)
212-982-3758 $15 L

Lower Mhn **Rin Khao**
171 Spring St (Thompson & W Bway)
212 966-3939 $25 L

Lower Mhn **Ruma Inn**
113 Ludlow St 2Fl (Delancey & Rivington)
212 353-8896 $25 L

Lower Mhn **Paep**
177 Prince St (bet. Sullivan & Thompson St.)
212 254-7337 $20 L

Lower Mhn **Pongsri**
106 Bayard St (at Baxter St.)
212 334-3132 $20 L

Brooklyn **Lily Thai**
615 Grand St. (bet. Leonard & Lorimer St.)
718-218-7522 $10 L

Brooklyn **Long Tan**
195 5th Ave (bet. Berkeley & Union Sq)
718-622-6444 $25

Brooklyn **SEA**
114 N 6th St (bt Berry St)
718-384-8850 $24 L

Brooklyn **Tuk Tuk**
204 Smith St (bet. Baltic & Butler St)
718-222-5598 $12 L

## VIETNAMESE

Upper West **Saigon Grill**
620 Amsterdam Ave (at 90th St.)
212-875-0072 $25 L

Upper E **Asia Grill**
1239 2nd Ave (at 65th St)
212-753-8818 $20 L

Upper East **Vermicelli**
1482 2nd Ave (bet. 77th & 78th St.)
212 288-1488 $20 L

Koreatown **PH032**
2 W 32nd St (bet. 5th Ave & Broadway)
212-695-0858 $20 L

Chelsea **Bao Noodles**
351 2nd Ave (bet. 22nd & 23 rd St.)
212-725-7770 $22 L

Chelsea **Lannam**
333 3rd Ave (bet. 27th & 28th St)
212-685-5159 $15 L

Chelsea **O Mai**
158 3rd Ave (bet. 19th & 20th St)
212-533-0550 $20

Chelsea **Omai**
158 9th Ave (bet. 13th & 20th St.)
212-533-0550 $20 L

West Village **Saigon Grill**
81 University Pl (bet. 11th & 12th St.)
212 082 3601 $25 L

East Village **Nicky's Viet**
150 E 2nd St (at Ave. A)
212-386-1088 $9 L

Lower Mhn **HOIAN**
135 W Broadway (bet. Thomas & Duane St)
212 233-1339 $15 L

Lower Mhn **Nam**
110 Reade St. (Church & W Broadway)
212 267 1777 $20 L

Lower Mhn **Nha Trang**
87 Baxter St (bet. Bayard & Canal St.)
212-233-6649 $15 L

Lower Mhn **Pho Tu Do**
119 Bowery St (bet. Hester & Grand St)
212-966-2668 $20 L

Lower Mhn **Viet Cafe**
345 Greenwich St (bet Harrison and Jay St.)
212-431-5111 $25 L

Brooklyn **Nicky's Viet**
311 Atlantic Ave (bet. Hoyt & Smith St.)
718-855-3438 $9 M L

## OTHER

Upper West **Rain**
100 W82nd St ( Amsterdam & Columbus)
212-501 0776 $25

Midtown West **Blue Chili**
251 W 51st St (bet. 8th & Broadway)
212-485-5237 $20

Midtown West **VYNL**
754 9th Ave (bet 50th and 51th St.)
212 974-2003 $25 L

Midtown West **Zen Palate**
663 9th Ave (at 49th St)
212-582 1960 $25

Chelsea **Planet Thailand 212**
30 W 24th St. (bet. 5th & 6th Ave)
212 727 7026 $25 L

Chelsea **Rice on Lexington Ave**
115 Lexington Ave (at 28th St.)
212-685-5400 $30 L

Chelsea **Vela**
55 W 21st St. (bet. 5th & 6th Ave)
212-675-1007 $20

Village **Cafe Asean**
117 W 10th St (Greenwich & 6th Ave)
212-633-0341 $22 L

East Village **Friendhouse**
39 3rd Ave (bet. 12th & 13th St.)
212-388-1488 $15 L

East Village **Lannam**
121 University Pl (at 13th St.)
212-420-1170 $20 L

East Village **MA*YA**
234 E 4th St (bet. Ave. A & B)
646-313-1957 $20 L

East Village **Shiki Kitchen**
135 1st Ave (bet. 9th & St. Marks Pl.)
212-614-1605 $25

Lower Mhn **Kampuchea Noodle Bar**
76 Rivington St (at Allen St.)
212-529-5901 $25 L

Lower Mhn **Rice**
282 Elizabeth St. (Houston & Bleecker)
212-226-5775 $20 L

Brooklyn **Chai Home Kitchen**
124 N 6th St. (corner Berry St.(
718-599-5899 $16 L

Brooklyn **Planet Thailand**
133 N 7th St (bet. Bedford Ave. & Berry St.)
718-599-5758 $25 L

Brooklyn **Rice**
166 DeKalb Ave (at Cumberland St)
718-858-2700 $20 L

Brooklyn **Rice**
81 Washington St (bet. Front & York St)
718-222 5490 $20 L

Brooklyn **Snacky**
187 Grand St (bet. Bedford & Driggs Ave)
718-486-4848 $10 Sa

New Jersey **ADZDRA Restaurant**
407 Bloomfield Ave. Montclair NJ 07042
973-233-9400 $25 L

New Jersey **Bistro En**
252 Degraw Ave Teaneck, NJ 07666
201-692-0700 $25 M

## $$ $25 - 40

## CHINESE

Upper East **Cafe Evergreen**
1288 1st Ave (bet. 69th & 70th St (
212-744-3288 $30 L

Upper East **Philippa**
33 E 60th St (bet. Madison & Park Ave.)
212-644-9845 $40 L

Upper East **Pig Heaven**
1540 2nd Ave (bet. 80th & 81st St)
212-744-4333 $20 L

Upper East **Shanghai Pavilion**
1378 3rd Ave. (bet. 78th & 79th St.)
212-585-3388 $37 L

Upper East **Wu Liang Ya**
215 E 86th St (bet. 2nd & 3rd Ave)
212-534-0698 $25 L

Midtown West **Ruby Foo's Times Sq**
1626 Broadway (bet. 49th & 50th St (
212-489-5600 $30 L

Midtown **Chiam Chinese Cuisine**
180 E 49th St. (bet. Lexington & 3rd Ave.)
212-371-2323 $40 L

Midtown East **Dynasty Sung**
511 Lexington Ave (at 48th St)
212-355-1200 $35 L

Upper East **Peking Duck House**

BEST PEKING DUCK IN NYC. Our house specialty and a crowd favorite. Our duck is roasted in an oven until the meat is tender and the skin is crispy www.pekingduckhousenyc.com
236 E 53rd St (bet. 2nd & 3rd Ave)
212 759-8200 $33 L

Midtown East **Tse Yang Restaurant**
34 E 51st St (bet. Park & Madison Ave (
212-688-5447 $40 L

Bowery **Wakiya**
2 Lexington Ave (at 21st St)
212-995-1330 $40

West Village **Chinatown Brasserie**
380 Lafayette St. (at Great Jones St.)
212-533-7000 $40 L

## KOREAN

Midtown East **Korea Palace**
127 E 54th St (bet. Park & Lexington Ave)
212-832-2350 $30 Sa L

Koreatown **Cho Dang Gol**
56 W 35th St (bet. 5th & 6th Ave)
212-695-8222 $30 L

Koreatown **HANGAWI**
12 E 32nd St. (bet. 5th & Madison Ave (
212-213-0077 $30 L

Koreatown **Kang Suh**
1250 Broadway (at 32nd St)
212-564-6845 $30 L

West Village **Do Hwa**
55 Commerce St. (at Bedford St.)
212-414-1224 $20 L

Upper East **Parsimmon Kimchi House**

This true taste of Korea. Seasonal 5-course prefix menu changes every two weeks. All homemade including many variety of seasonal kimchi and other dishes using ingredients from local farmers and farms in Korea. Enjoy chef Youngsun Lee's New Korean cuisine
277 E 10th St (bet. 1st & Ave A)
212-260-3060 www.parsimmonkimchi.com $37 L

## THAI

Midtown West **Chai Home Kitchen**
360 9th Ave (at 55th St)
212-707-5778 $30 L

West Village **Highline**
835 Washington St (at Little W 12th St.) $36 L
212-243-3338

Queens **Erawan**
213-41 35th Ave. (at Bell Blvd)
718-229-1820 $30

Queens **D Thai Bistro**
109-25 Ascan Ave (bet Austin & Burns St( $30 L
718-261-0698

## VIETNAMESE

Midtown East **Boi**
241 E 44th St. (bet. 2nd & 3rd Ave)
212-681-6541 $30 L

Lower Mhn **Mat House**
1er Franklin St (Greenw ct and Hudson) $35
212-431-0606

## OTHER

Upper **Hispaniola**
83 W 181st St. (at Cabrini Blvd) $35
212-740-5222

Upper West **Penang**
240 Columbus Ave. (bet. 71st & 72nd St.) $30
212-769-3988

Upper West **Ruby's Foo's Uptown**
2152 Broadway (bet. 77th & 78th St.) $35
212-724-6700

Upper East **Amber**
1406 3rd Ave. (at 80th St.) $34
212-249-5020

Upper East **Gobo**
1423 3rd Ave. (at 81st St.) $31
212-288-6049

**MOCO**
MOCO's global dining menu includes fried calamari with cuttlefish ink, baby octopus ceviche, foie mocc hirame-made gnocchi and special sushi rolls
Upon t on 5:30 p.m. Mon to 11 pm, Tue & Wed to 1 am and Thu - Sat. to 2 am
516A 3rd Ave (bet. 34th & 35th St) $30
212-685-3663

West Village **Chow Bar**
230 W. 4th St. (W 10 & Christopher St.) $31
212-539-2212

West Village **Gobo**
401 6th Ave. (bet. 8th & Waverly Pl.) $31
212-255-3242

East Village **Lucky Chenga**
24 1st Ave. (bet. 1st & 2nd St.) $30
212-473-0516

East Village **O G.**
507 E. 6th St. (bet. Ave. A & B) $30
212 477-4649

## $$$ $41 - 65

## CHINESE

Upper West **Shun Lee West**
43 W65 St (Columbus & Central Pk W) $52
212 595-8795

Midtown East **Chin Chin**
216 E. 49th St. (bet. 2nd & 3rd Ave.) $45
212 888-4555

Midtown West **MR Ka**
570 Lexington Ave (at 51st St.) $50
212 583-1999

Midtown East **Shun Lee Palace**
155 E. 55th St. (bet. Lexington & 3rd Ave.) $52
212-371-8844

## KOREAN

Lower Mhn **Woo Lae Oak**
14 Mercer St. (bet E. Houston & Prince St.) $50
212-925-9200

## THAI

Lower Mhn **Kittichai**
60 Thompson St. (bet. Broome & Spring) $56
212 219-2000

## VIETNAMESE

Midtown East **Le Colonial**
149 E. 57th St. (bet. Lexington & 3rd Ave.) $50
212-752-0808

East Village **Indochine**
430 Lafayette St. (Astor Pl. & 4th St.) $50
212-505-5111

## OTHER

Midtown West **Rue 57**
60 W. 57th St. (at 6th Ave.) $45
212-980-7857

Midtown East **Aja Asian Bistro**
1068 1st Ave. (on 58th St.) $43
212-486-8008

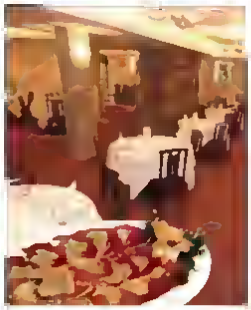
Midtown East **Asia De Cuba**
237 Madison Ave. (bet. 37th & 38th St.) $56
212-726-7755

Midtown East **Fusha Asian Cuisine**
1065 1st Ave. (at 58th St.) $45
212-752-8883

## $$$$ $66 or more

## CHINESE

Midtown West **China Grill**
CPS 4th, 60 W. 53rd St. (bet. 5th & 6th Ave.) $66
212-333-7789

PEKING DUCK HOUSE

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238 East 53rd St. (bet. 2nd & 3rd Ave) NY, NY 10022 Tel: 212-759-9260 Fax: 212-753-9236

28 Mott St. New York, NY 10013 Tel: 212-227-1810 Fax: 212-227-1820

www.pekingduckhousenyc.com

MOCO GLOBAL DINING

open late
chef: joe kurauchi
212.685.3663
516A 3rd Ave. (bet. 34th & 35 th St.)

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# Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and sake

## GROCERY

**JAS Mart 1**
2947 Broadway (bet. 110th & 111th St.) | 212-851-4710 | Japanese

**M2M B'way & 114th**
2935 Broadway (bet. 114th & 115th St.) | 212-280-4600 | Japanese

**Ratagiri & Co Jac**
224 E 59th St (bet. 2nd & 3rd Ave.) | 212-755-3566 | Japanese

**Yagura**
24 E 41st St. (bet. 5th & Madison Ave.) | 212-679-3777 | Japanese

**Woorujp**
12 W. 32nd St. (bet. 5th Av. & Broadway) | 212 244 1115 | Korean

**JAS Mart 3**
34 E. 23rd St. (bet. Park & Madison Ave.) | 212 387-8062 | Japanese

**Chez Noah**
600 Washington St (at Leroy St.) | 212-675-2648 | Japanese

**JAS Mart 2**
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) | 212-420-8370 | Japanese

**M2M E. Village**
200 E. 11th St. (at 3rd Ave.) | 212-353-9696 | Japanese

**Sunrise Mart**
4 Stuyvesant St. 2nd Fl. (3rd Ave. & 9th St.) | 212 598-3040 | Japanese

**Pearl River Mart**
477 Broadway (Grand St. & Broom St.) | 800-878-2446 | Chinese

**Sunrise Mart, SoHo**
494 Broome St. (W Broadway & Wooster) | 212-219-0333 | Japanese

**Tonjin Mart**
91 Mulberry St. (bet. Canal & Bayard St.) | 212 962-6622 | Japanese

**Tonjin Mart**
8818 Fort Hamilton Pkwy (at 89th & 88th St.) | 718-230-0373 | Japanese

**Family Market**
29-15 Broadway (bet. 29th & 30th St.) | 718-956-7326 | Japanese

**Han Ah Reum**
145-40 Northern Blvd (Parsons & Bowne) | 718-358-0700 | Korean

**Han Ah Reum**
159-40 Northern Blvd (159th & 157th St.) | 718-886-0005 | Korean

**Han Ah Reum**
29-02 Union St (at 29th Ave.) | 718-445-5656 | Korean

**Han Ah Reum**
59-16 Woodside Ave. (59th & 60th St.) | 718-446-0759 | Korean

**Han Ah Reum**
400 Hills de Ave., W ston Park, NY 11596 | 516-699-0270 | Korean

**Sakura-ya**
73-05 Austin St (bet. Ascan Ave. & 73rd Pl.) | 718-268-7220 | Japanese

**Asian Market**
91 Colv n Ave. Albany NY 12206 | 518-458-8168 | Chinese

**DAIDO**
522 Mamaroneck Ave. White Pla ns NY | 914-683-8736 | Japanese

**DS Seafood**
14-16 North Central Ave. Hartsdale NY 10530 | 914-946-9015 | Japanese

**Fuji Mart,Scarsdale**
616 Wh te Plains Rd. Scarsdale NY 10583 | 914-472 1468 | Japanese

**Kam Sen Foods**
22 Barker Ave. Wh te Plains NY 10601 | 914-426-4500 | Korean

**NIJIYA Market**
18 N. Central Ave. Hartsdal NY 10530 | 914-946-2178 | Japanese

**Oishinbo**
283 Halstead Ave. Harrison NY 10528 | 914-835-4330 | Japanese

**H Mart Great Neck**
495 Great Neck Road Great Neck NY 11021 | 516-482 3113 | Korean

**Nara Japanese Foods**
169A Main St. Port Wash ngton NY 11050 | 516-883-1136 | Japanese

**Shu Nippon Do**
63 Minnola Ave. Port Wash ngton NY 11577 | 516-625-1814 | Japanese

**Family Market NJ**
10 Franklin Tpk. Waldwick, NJ 07463 | 201-444-5133 | Japanese

**Han Ah Reum**
516-14 Old Post Rd. Edison, NJ 08817 | 732-248-8599 | Korean

**Han Ah Reum**
1720 Marlton Pike Cherry Hill NJ 08003 | 856-489-4611 | Korean

**Han Ah Reum**
25 Lafayette Ave. Englewood, NJ 07631 | 201-871 6822 | Korean

**Han Ah Reum**
280 Bergen Tpke. Little Ferry, NJ 07643 | 201-816-0400 | Korean

**Han Ah Reum**
321 Hoyt Ave. Ridgefield NJ 07657 | 201 943-3000 | Korean

**Mitsuwa Marketplace**
595 River Rd. Edgewater NJ 07020 | 201-941-9113 | Japanese

**Ridgewood Fisheries**
30 Prospect St. Ridgewood, NJ 07450 | 201-670-0822 | Japanese

**Fuji Mart**
1212 E. Putnam Ave. Riverside, CT 06878 | 203-698-2107 | Japanese

**J-Mart**
16 Orange St. New Haven CT 06510 | 203-782 1234 | Japanese

**Rotobukiya**
1815 Massachusetts Ave. Cambridge MA | 617-354-6814 | Japanese

**Meido**
36 N. Narberth Ave., Narberth, PA 19072 | 610-747-0557 | Japanese

**Tokyo Japanese Store**
5825 Ellsworth Ave. Pittsburg PA 15232 | 412-661-3777 | Japanese

## LIQUOR

**Gotham Wines & Liquors**
2517 Broadway (bet. 93rd & 94th St.) | 212-932-0380 | Sake/ Shochu

**Nancy's Wine**
313 Columbus Ave. (bet. 74th & 75th St.) | 212-877-4040 | Sake/ Shochu

**Garnet Wine**
929 Lexington Ave. (bet. 68th & 69th St.) | 212-772-9211 | Sake/ Shochu

**Mister Wright**
1393 3rd Ave. (bet. 89th & 90th St.) | 212-722-4564 | Sake/ Shochu

**Ambassador Wine**
1020 2nd Ave. (at 54th St.) | 212-421-5078 | Sake/ Shochu

**Landmark wine**
167 W. 23rd St. (6th & 7th Ave.) | 212-242-2323 | Sake/ Shochu

**Union SD Wine**
140 5th Ave. (at 19th St.) | 212-475-8100 | Sake/ Shochu

**LEDU WINES**
600 Washington St. (at Leroy St.) | 212 924-6606 | Sake

**Astor Wine**
399 Lafayette St. (at 4th St.) | 212-674-7521 | Sake/ Shochu

**MJK liquor**
161 3rd Ave. (bet. 15th & 16th St.) | 212-475-8168 | Sake/ Shochu

**Sakaya**
324 E. 9th St. (bet. 1st a nd 2 nd Ave.) | 212-505-7253 | Sake

**Warehouse Wines**
735 Broadway (at W 8th St.) | 212-982-7770 | Sake/ Shochu

**East Village Wine**
189 Stanton St. (bet. Clinton & Attorney) | 212-358-7700 | Sake

**Granyette Wine**
151 Grand St. (bet. Crosby & Lafayette St.) | 212-925-1238 | Sake/ Shochu

**New York Wine EX**
9 Rockefeller Plaza (bet. Morris & Battery Pl.) | 212-422-2222 | Sake/ Shochu

**Septembar Wines LE S**
100 Stanton St. (at Ludlow St.) | 212-388-0770 | Sake


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12 N Central Ave Hartsdale NY 10530 | 914-949-5500 | Sake/ Shochu


**Heights Chateau**
123 Atlantic Ave. Brooklyn NY 11201 | 718-330-0963 | Sake/ Shochu

**Smith and Vine**
296 Smith St. (bet. Douglass & Degraw) | 718-243-2664 | Sake

**Delta Super Market**
420 Washington St. Hoboken, NJ 07030 | 201-420-7600 | Sake/ Shochu

## JAPANESE WHOLESALER

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## KEY PLAYER BEHIND THE REFINED CUISINE

It is challenging to introduce unfamiliar ingredients into a specific food culture. Although tofu does not exist in Scandinavian cuisine, Mr. Johan Svensson, executive chef of Aquavit, the premiere Scandinavian restaurant in New York City, incorporated Morinaga Tofu Puree into the cuisine there and proved how Tofu Puree can play a unique role without impairing the cuisine's distinctive feature. "This time I wanted to use it as a background flavor to be a thickening agent or material used to get a consistent texture rather than the first flavor," he says.

In his first dish, *Oyster with smoked Tofu Puree and marinated salmon roe*, smoked Tofu Puree was used as a base sauce. He added a little bit of crème fresh and vinegar to season, plus a touch of sherry vinegar to smooth out Tofu Puree's beany flavor. "I actually got a hint from one of the dishes on Aquavit's July menu, Smoked potato cream. Since people loved it, I thought 'why not switch it around?'" Chef Svensson says with excitement. Simple but perfectly planned, the dish integrates Tofu Puree with Scandinavian cooking methods while maximizing the product's advantage.

The second one is *Endive Salad tofu mustard dressing with smoked salmon*, in which he used Tofu Puree for thickening whole grain mustard dressing. Nobody can recognize the tofu flavor in this uniquely Scandinavian dish, but Tofu Puree exhibits its feature of mixing well with other ingredients. Thanks to this, the dressing is able to keep its consistency that is good for clinging to vegetables and salmon.

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The third dish he made is *Tofu & Parsley brulee with seared tuna & mushroom ravioli*. Since chef Svensson is such a perfectionist, he dared to adjust some recipes to get what he really needed. "When you have soft silken tofu, its almost falls apart and I wanted it to have that kind of texture." He also reveals "Scandinavian cooking involves sour cream, crème fresh, heavy cream, and tons of butter. We use a lot of milk and heavy cream in a brulee itself." To get rich flavors these are natural choices. But today's health-oriented lifestyle demands the substitution of new ingredients. "I'm confident Tofu Puree is a good product to create healthy choices. You cut out the greasiness and heaviness immediately. Of course you can do this with regular tofu too, but the good thing about Tofu Puree is that it's already 'ready to go'."

*Johan Svensson*

*Born in Sweden, Svensson came to the US for an apprenticeship at Aquavit. After a year he left the restaurant for more experience and to build up his culinary career. The restaurants he worked at include Bond Street, Nobu in London, Thorn (now known as Kitchoh) Town and Ringo. He was appointed as the executive chef of Aquavit in 2006 and is currently preparing for the opening of Aquavit Japan in October.*

*Endive Salad tofu mustard dressing w/ smoked salmon (left) and Tofu& Parsley brulee w/ seared tuna & mushroom ravioli (right)*

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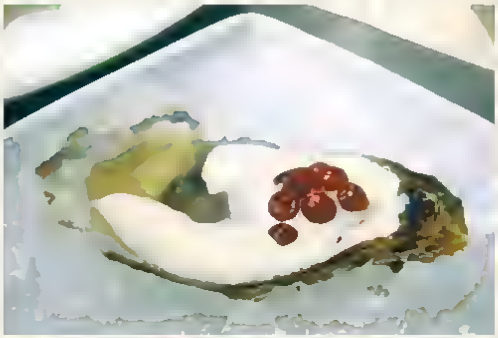
*TEL. 212-307-7311*
*www.aquavit.org*

Tofu Puree Recipe vol.4

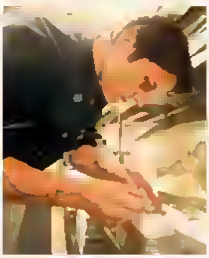
# SMOKED TOFU PUREE FOR OYSTER

RECIPE COURTESY OF *JOHAN SVENSSON* (AQUAVIT)



## PREPARATION

1. *Smoke the tofu puree with smoking bricks, in a closed container for 10 minutes*
2. *Mix the puree with crème fraiche and season with salt, pepper, and sherry vinegar*
3. *Serve the smoked tofu puree on top of a shucked oyster*
4. *Mix the salmon roe with the soy sauce and lemon juice and garnish the oyster*



## INGREDIENTS

❑ *½ cup tofu puree* ❑ *2 Table spoon whipped crème fraiche*
❑ *1 teaspoon sherry vinegar* ❑ *1 Table spoon salmon roe*
❑ *1 teaspoon low sodium soy sauce* ❑ *1 teaspoon lemon juice*
** Tofu Puree sauce serves up to 12pcs*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conversation with sake sommelier

# SELF PROCLAIMED SAKE AMBASSADOR: ON A MISSION TO SPREAD SAKE MAKERS' PASSION

*Mr Suzuki Yasuaki* is a veteran in the sake industry. Although his training was "from the streets" he'd say, he is now a highly sought out sake sommelier, traveling and consulting restaurateurs all over the US. His undeniable passion and appreciation for sake extends to its makers, telling us that it is the pure love and hard honest work of the sake makers in Japan that keeps him passionate about his work. He spoke to us about his various experiences.

**You have worked both in NY and LA. Was there a big difference in terms of sake?**

I haven't lived in LA long enough to make a really thorough observation but I think the biggest challenge of trying to do Japanese food and sake well in LA for me was the fact that LA doesn't have a lot of changes in weather and seasons. However, Japanese food is all about these changes, and like food, seasons play a crucial role in sake too. Not only are there seasonal variations in the types of sake, the same sake can have many different tastes depending on the temperature you enjoy the sake in, and the seasonal changes give you the opportunity to play with these changes. It is very difficult to do this in a place where everything stays relatively constant. If change isn't in people's ordinary lives, it's hard to bring that concept about, and these variations are very important for sake and fine dining, so it was a challenge.

**What do you think about the sake and food pairing concept in the US?**

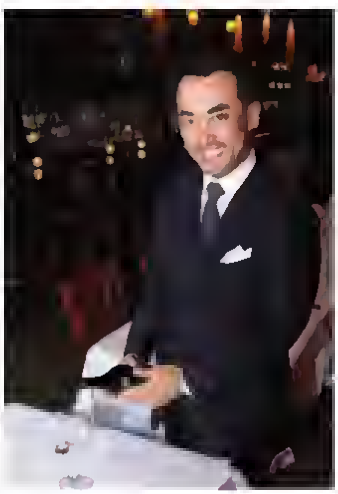
When I first attended the annual sake pairing dinner at Chanterelle, I was floored by how glamorous it was, but was also very jealous, too! I thought, us Japanese should be the ones doing this. But at the same time there is a very basic cultural difference. The idea of "pairing" sake with food just isn't in the sake tradition. In the Japanese culture, the food that you have with sake is called "sake no sakana" (A side dish to sake). Here in the west, it's "food and wine", and food comes first. There is a fundamental difference in the role food plays. But I don't have a problem with the notion of sake and food pairing. I think it's a start, and I think the concept of food pairing with sake is great in terms of getting the sake industry to grow outside of Japan. But I do hope we can eventually reach it's traditional notion, "sake no sakana" in the end, here in the west, too. I know how much love and dedication these sake makers put into making sake, so my duty is to bring that spotlight to sake in the future, as it should be.

**How important is it for you to talk to the sake makers themselves as a sommelier?**

It's so important. The only way to get the true details of each sake is by talking to the source, the makers. For example, some sake may contain 100 different types of amino acids. Amino Acid is what "umami" ("good tastes" that bond with sake) are made of so, a sake with 100 different amino acids will pair nicer with more foods than sake that only has 10 different types of amino acids. This is very important information when you are creating a sake list. You can only get that sort of information from the sake makers directly. When I go back to Japan, I always go to sake breweries because they give me so much energy and motivation. The pureness of their devotion to sake making hits me in the gut each time. My mission is simple. To become the channel for these makers, and let their passion for sake travel overseas through me. I consider my job as somewhat like being an ambassador for sake, and sake makers.

**What's the best experience you've had being in the sake industry?**

It was when the president of Nambu Bijin brewery came from Iwate prefecture bringing his sake rice farmers with him. When they saw that the sake made from their sake rice was being enjoyed by all these great looking, fashionable people in LA so far from Japan, the men actually started crying because they were so happy. They came and shook my hand with tears in their eyes. This made me think again about my role and I feel proud of being in the sake field.



*Mr. Suzuki's favorite sake is Naruto Tai from Tokushima. "You can't go wrong with it" he says, because it goes with everything especially with delicate tastes like Tai (sea bream), a Japanese delicacy, or even ricotta cheese.*
*Contact: sakeyasu@gmail.com*

**Do you have any tips for sake beginners?**

The best thing to do is not to be passive in the sake experience. In other words, don't feel you have to agree with the sommelier, and try to voice your opinion. Tell him what kind of taste you are looking for. Ask for a sample. The more exchanges you have, the more you can learn. The only time one can really tell the taste of sake is when it hits your tongue. It's impossible to tell anything about sake until then, and we all have different tastes. That's why it's so important to be a participator when choosing your sake.

## A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -

Vol.12 'Kappa no Sasoi-mizu'

河童の誘い水

Ginjyo" and "Daiginjyo are grades of sake based on seimai-buai, the degree to which rice is polished before brewing. It signifies the remaining proportion of rice grain after the polishing process, and high quality sakes like ginjyo and daiginjyo are high in the polishing degree and low in seimai-buai.

Similarly, high quality potato shochus are made from sweet potatoes with the skin thickly peeled. The regions below the skin and at the both ends of the potatoes contain a substance called terpen that interferes with the flavor of shochu By removing those regions, the flavor of shochu becomes refined and elegant like that of a ginjyo sake

Kappa no Sasoi Mizu is a handmade shochu which is considered a ginjyo of shochu

*Hayato Hishinuma*

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# WORDS FROM THE HEART FOR DASSAI 23

**As one of the highest quality sakes in Japan, *Dassai* has earned legions of fans since its introduction in the US. Here is what they have to say.**

## A SEXY SAKE ADDING A SPARK TO ANY MEAL

At Sakagura, the sake specialty restaurant stocking 200 types of this alcohol, sake sommelier Ayuchi Momose emphasizes that despite this wide selection there is one sake that stands out for her. In her words, it is "gorgeous, sharp and edgy," a junmai daiginjo that is different from the 60 other kinds at Sakagura. She is speaking of Dassai 23, a sake that Sakagura acquired about four years ago. Momose adds, "I often compare sakes to people or objects when I try them, and I instantly thought Dassai 23 would be a sexy woman like Angelina Jolie who is not just pretty but has a good head on her shoulders. For a car it would definitely be a BMW."

Dassai 23 has a taste that appeals to everyone from beginners to sake experts. "It is easy to take for beginners, and more experienced sake drinkers can appreciate it on a different level," says Momose. She describes its taste as resembling green apple, light and fruity, and its aroma is sweet like that of apple or melon. "For those unfamiliar with sake but know wine, I would compare it to Chardonnay." Momose adds that its refined bottle and design make it the ideal accompaniment to a meal with a date.

*Dassai 23 is the perfect match for two of Sakagura's summer dishes: kamo reishabu (front) and hirame ponzu (back)*

In terms of food pairings for Dassai 23, Momose recommends two offerings on the summer menu. They are the $13 kamo reishabu, blanched sliced duck served chilled with sesame dipping sauce, and the $9 hirame ponzu, thinly sliced fluke sashimi topped with grated daikon radish dressed with citrus vinaigrette. The sesame sauce for the former is homemade, and it is garnished with ginger, spaghetti squash and cucumber along with mini tomatoes. The crispiness of Dassai 23 creates a juicy synergistic effect with the duck and its richer sauce. As for the latter, the lightness of Dassai 23 balances out the acidity from the homemade ponzu and the lemon served with the fluke.

According to Momose, besides the fact that it is delicious and aesthetically pleasing Dassai 23's name is part of its appeal. "The Chinese characters used to write 'Dassai' are extremely rare, and I enjoy sharing their meaning with customers." Dassai means "otter festival," as well as refers to a name for the region in Yamaguchi Prefecture it is from. Also, there is a story of a legendary haiku poet Shiki Masaoka who called himself Dassai because he would scatter his papers the way otters spread out their fish.

Thanks to its size, Sakagura is able to serve Dassai 23 either by the bottle or the glass, a luxury small restaurants don't have. Its clientele's love for Dassai 23 puts it in the top 5 out of all the restaurant's sakes. On average several bottles a day are used. Momose appreciates the attention to detail that is taken even for the packaging. "When other bottles arrive from Japan sometimes their labels are already peeling off, but as Dassai puts on a special seal to protect its label I can always be confident about its appearance when I present it to customers, which is important." Why not make a visit to Sakagura to find out for yourself about the charm of Dassai 23?

*From its exquisite taste to attention to detail such as package design, Dassai 23's multifacetedness is appreciated by sake sommelier Ayuchi Momose. It is easy to see why it is one of the restaurant's top five sakes.*

**Sakagura**
211 East 43 Street, B1 (between 2nd and 3rd Ave)
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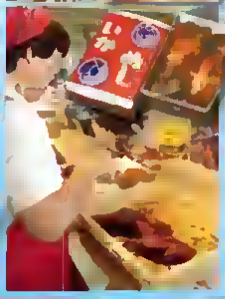

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# Chiyomusubi Tokubetsu Junmai: Sake Lover's Ultimate Companion

Bozu, a Japanese tapas bar in the heart of Williamsburg with its grungy-chic space is not only aesthetically pleasing, but it is also a place about serious eats. Owner/chef Mr. Makoto Suzuki's Japanese food with a western twist is different, beautiful, and most importantly, delicious! Still, the Japanese tradition is at the heart of his fusion style cuisine. So naturally, they do not take their sake list lightly.

"We generally choose mostly junmai type sake because of its full bodied character. Although the further daiginjo class tends to be more popular in the US, it doesn't hold up as well to a wide range of tastes as junmai does" says Co-Owner Mr. Shinji Mizutani, a former architect who also designed and built the restaurant. One of the sakes he highly recommends is Chiyomusubi Tokubetsu Junmai. He explains, "It is a very fruity, fragrant sake unlike other junmai type sakes. But the sweet, rich, boldness of the rice is preserved in the sake at the same time, and it is one of the most perfectly balanced sakes in my opinion. Daiginjo is somehow considered the better sake in the US, but that's not the case. If you want to know about sake, you need to explore the Junmai world, and Chiyomusubi Tokubetsu Junmai is a very good start."

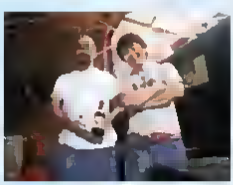
In fact, Chiyomusubi Tokubetsu Junmai was the first sake to be chosen for Bozu's sake list. "That's because it was my personal favorite" says Mr. Suzuki adding, "I think for a real sake lover like me, a glass of daiginjo is nice, but it gets boring really quickly. It's not the kind of sake you want to have a long relationship with and spend a long time drinking while you eat your food. They are not everyday sakes, that's for sure. This Chiyomusubi on the other hand is the kind of sake you can enjoy for a long time like a true companion."

Having had the opportunity to visit the Chiyomusubi brewery in Japan, Mr. Suzuki says it made him appreciate the sake a whole lot more. "The brewery is like one big family, and I was both astonished and warmed by the family-like spirit. In the olden days, a sake brewery would have been the center of the village. Everyone worked there, and the farmers around the village sold their crops to the brewery, so it was really the heart of a village. You could sense that history, and that energy there still."

To demonstrate the versatility of Chiyomusubi Tokubetsu Junmai, Mr. Suzuki cooked two very different dishes to taste. "Pink King", a salad with Alaskan King Crab meat on endive with grapefruit and corn, was first. The fruitiness of the sake and the citrus of the grapefruit as well as the sweetness of the crab were in perfect harmony. The second item, "Grilled Chilean Sea Bass-kasuzuke (sake mash marinade)" also proved that the Chiyomusubi Tokubetsu Junmai's boldness could stand up to the richer, heavier, buttery tastes.

"The best way to enjoy it is cold to room temperature. Never hot because the fragrance will escape," says Mr. Mizutani. He emphasizes though that "it's perfectly okay to enjoy how the taste changes with the temperature changing from cold to room temperature. In fact, this sake goes through so much change it's almost like a story. That's another very special thing about Chiyomusubi Tokubetsu Junmai."

Chiyomusubi Tokubetsu Junmai is so versatile, it is a perfect sake for Bozu's Japanese fusion dishes and can stand up to complex flavors.



Mr. Suzuki and Mr. Mizutani are true sake enthusiasts that love the bold flavor of Junmai sake. They both vouch for the well-balancedness of Chiyomusubi Tokubetsu Junmai.

Mr. Suzuki's passion for sake urged him to visit Chiyomusubi Brewery and meet the president of the brewery Mr. Okasora (right) and the brewmaster Mr. Iwanari (left).

**Bozu**
296 Grand St.
Brooklyn, NY 11211
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# KUROMARU: EMBRACED BY SHOCHU LOVERS

**Yakiniku Izakaya Riki** is a Yakiniku restaurant in midtown Manhattan where shochu plays a large role, for here, shochu is the preferred beverage among their customers. That is because most Japanese people know that Yakiniku and shochu go hand in hand. Mr. Junichiro Maikuma, the manager of the restaurant, talks about his favorite and the restaurant's hit shochu, SUNTORY's Kuromaru.

**How popular is shochu in general at Yakiniku Izakaya Riki?**

I'd say shochu is definitely booming now, at least from our point of view, because about 70 % of our clients are Japanese, and shochu is by far the more popular drink these days in Japan and consequently here at our restaurant. But of course, this is a Yakiniku restaurant so naturally shochu would be more popular here. That's because yakiniku is a heavy rich cuisine and shochu sort of washes away the greasiness from the meat in your mouth, as opposed to sake which can leave a sense of sweet heaviness in your mouth when you have it with yakiniku.

**What's special about Kuromaru?**

Because it's made from kuro-koji (black koji), Kuromaru has depth, and it maintains the sweet potato flavor of the base ingredient. But at the same time it's light and refreshing. Most beginners or lightweights start from mugi shochu. Potato shochu is definitely another level because it has such a strong smell and flavor to it. For those who are not used to this aroma, they might pull away at first. But Kuromaru doesn't have a strong taste and smell like most potato shochu. It goes down very easily. And I think that's why it also goes so well with yakiniku, too.

**What do you think was behind the Shochu boom?**

Like sake, every brewery has its own characteristics and there are so many different breweries making shochu now, so I think that's one of the reasons. The other reason, of course, is because it's a much healthier drink. Shochu is a joryushu (distilled) so it's very low in calories because it contains only the calories of alcohol, whereas sake is a jouzoshu (fermented), so the calories of the rice goes directly into the sake it makes. Also, unlike sake, shochu doesn't sit in your system, so it doesn't give you a hangover.

**What do you think is the best way to drink Kuromaru?**

I think it's best to drink Kuromaru on the rocks or straight. It's best not to put lemon or anything in it. A splash of water, maybe. As pungent as some may be, the aroma of potato shochu is its core appeal, so I think it's important not to destroy that when you're drinking it. I think for yakiniku, it would be best to go with on the rocks because the hot yakiniku is really good when you wash it down with cold shochu when it's hot outside. But in the wintertime, many people like it oyuwari. The hot water really brings out the aroma of the shochu, and it's great. The Wagyu Kalbi ($18) here is fantastic to have with Kuromaru. Because the marbled fat in Wagyu makes the meat much juicier and softer than regular meat, Kuromaru is perfect for washing down that greasiness that gets left behind in your mouth.

*Kuromaru washes down the juicy greasiness of Wagyu, refreshing it with a hint of sweet potato as it also enhances the taste of Wagyu.*

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"Konwa Shochu" is a multi-grade blend shochu that is a mixture of "Koru" and "Otsurui" shochu. If the Otsurui is more than 50% of the mixture, the shochu is called "Otsukou Konwa Shochu". If the mixture is less than 50% Otsurui, it is called "Kouotsu Kouwa Shochu". Although it is still technically categorized in the Koruі group the taste of Kouwa shochu is more flavorful than a typical Koruі shochu, leaning towards a fuller Otsurui shochu taste.

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House Foods

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## Tofu Mushroom Spread Makes: 2 cups

**Ingredients.**
1/2 package (3 1/2 oz)
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House Premium Tofu Firm
3 Tbsp butter or margarine
8 oz button mushrooms, sliced
2 cloves garlic, minced
¼ cup minced shallots
2 tsp mushroom soup concentrate or to taste (optional)
Pinch salt
¼ cup chopped toasted walnuts
Snipped chives

**Directions:**
1 Melt butter in a skillet over high heat until browned
2 Add mushrooms. Reduce heat and sauté 2 to 3 minutes.
3 Add garlic and shallots. Sauté 1 minute.
4. Stir mushroom soup concentrate and salt into pan juices. Remove from heat and let cool
5 Purée Tofu in a food processor. Add mushrooms, liquid and walnuts until finely chopped
6 Transfer mixture to a serving dish and refrigerate. Garnish with chives.

**Serve** With crackers.

For more information, free recipes and the benefits of Tofu, visit our website **www.house-foods.com** or Call 1-800-TRY-TOFU (879-8638)

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## FROM A SMALL TROPICAL ISLAND TO NEW YORK:

# "LENTO", THE KIND AND SMOOTH BROWN SUGAR SHOCHU MATURED VIA ACOUSTICS

*Located about 380 kilometers south of Japan's mainland is Amami-Oshima island, an enchanted paradise situated between the perfectly blue sea and the sky. According to alcohol tax laws, there is a special hard liquor that is only allowed to be manufactured here. This is a brown sugar shochu whose basic ingredient is brown sugar made from sugarcane. Its rich fragrance and refreshing taste have led to the current large increase in its devotees in Japan. Additionally, a medical association investigative report says that and it "contributes to preventing cerebral thrombosis," it has received much acclaim from those concerned about health issues.*

*Though currently popular, brown sugar shochu was considered a minor shochu several years ago. At the time, all brown sugar shochu lacked distinguishing features and the bottle designs, names and manufacturing methods were all conservative. Since long ago, there was a strong image of it being an alcohol that the elderly drank and those who loved it tended to be limited to clusters in local areas.*

*The way these conditions were able to be broken down was that in 1996 a company called Amami-Oshima Kaiun Syuzo finally began as the island's 27th shochu brewer. This company, while preserving the good old traditions of Amami shochu production, also had the handicap of having a staff composed solely of beginners. However, because of this, unique ideas were able to be born and enabled brown sugar shochu to be introduced throughout the country. The brown sugar shochu "Lento" can be called the symbol of this movement. The staff is mainly women and their success came from the project's purpose of "creating a brown sugar shochu that women want to drink." The slim, blue bottle, the origin of the name in the musical term "lento" which means "slow and relaxed", the sweet fragrant aroma, the simple refreshing taste and the thorough pursuit of customers' satisfaction. These were all factors in rewriting what had been common knowledge up until that point.*

*Lento is made from locally grown, high quality sugarcane*

*The cultivated sugarcane becomes brown sugar, and it transforms into Lento. Its sweet aroma comes from the rich flavor distinctive in brown sugar.*

*The reason that Lento was able to be accepted on a country-wide basis was because of the industry's first maturation method called "onkyo jukusei" (aging with sound). For about three months a speaker was put in the storage tank and classical music was played, and during this time Lento "slowly and relaxedly" awaited maturation. Complicated tunes played by a full orchestra and a wide range of musical scales were transmitted by vibration to the shochu in the tank, and via soft blending of the components, a smooth tasting shochu unlike anything that came before became a reality.*

*During its initial success, nearby shochu distilleries, wholesalers and liquor shops regarded it as unorthodox, but little by little its independent manufacturing method and new taste gradually won people over and now it is in the top level of brown sugar shochu shipping volume. In addition to accomplishing rapid growth in regard to warehouses representative of Amami-Oshima, an investigation carried out by a major Japanese newspaper in 2007 ranked Lento as one of the "true shochu thought to be delicious when drunk on the rocks by managers of eating and drinking establishments." It is consistently kept at the top of major online shopping sites as well.*

*In September of this year New Yorkers will be able to enjoy this shochu for themselves. Born in a small village in Amami-Oshima, Lento is holding onto its big dreams as it crosses the ocean to reach you. Please try Lento's deliciousness for the first time and enjoy it until your dreams have been awakened!*

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ASK THE BEAUTY GURU —VOL.8—

# NEGATIVE ION-BASED HAIR SALON DEVELOPS HAIR CARE SYSTEM — SALON VIJIN

*Veteran hair stylist and early proponent of Japanese Straightening perm Mr. Minoru Minamida learned about the negative ion system several years ago. Since then, he has incorporated it into his salon's services and enhanced its effects dramatically.*

**Q: What is special about negative ions, and how do you use them in your services?**

**A:** Negative ions remove oxygen from cells and stop the oxidation that creates the appearance of aging. Accordingly, this process helps to promote youth and vitality. I realized the power of negative ions in my personal experience when I was sick. I recovered my energy after I started drinking negative ion water. Then I found that negative ions magically protect hair from damage and even make hair procedures more effective. Now, the hair products, professional tools, water, and air purifier are all ionized in this salon.

**Q: Tell us about your signature "Ion Esthetic Japanese Super Straightening."**

**A:** When I introduced Japanese Straightening Perm to the US in 1982, it was sensational. However, there was a lot of room for improvement. Ion Esthetic Japanese Super Straightening is one of the kind techniques that I developed by myself, and it's still evolving. I have explored non damaging and less time consuming systems for a long time. I discovered that negative ions have the excellent power of allowing hair chemicals to penetrate into the hair while protecting the hair from damage. Using negative-ion products enables us to shorten the processing time, avoid hair damage, and get better results. It still requires 4-6 hours for this straightening because I spend more time on treatments for extra care.

**Q: What are some important elements in getting the best result in this straightening process?**

**A:** Consultation is key. Properly examining the type, condition, and history of the customer's hair affects the procedure greatly. Based on this examination, I decide how long I should apply straightener, neutralizer, or any kind of hair product to obtain the optimal result. I also carefully check the hair's condition at each step, even during the procedure.

**Q: Speaking of styling, do you notice any trends these days?**

**A:** People's concerns have shifted from shape to image. For example, they want to have a "natural look" rather than a specific hairstyle. There was a time when people wanted to have trendy hair colors and styles and were willing to compromise their hair's health to obtain the desired hairstyles. But that's nonsense today. Keeping what they have and maximizing their natural beauty are becoming more popular with customers. It's not only true in the beauty industry but also in fashion as well. I think the recent ecology trend plays a big role on this. Lifestyle, food, fashion—everything is connected in a large sense, and I think it's not just a passing trend.

Mr. Minamida who introduced Japanese straightening to the US always explores the ways of getting the best results. His love of experimenting has produced many services including "Ion Esthetic Japanese Super Straightening" which attracts customers nationwide.

## STRAIGHTENING STEPS

Ms. Suzy Conklin has been a regular customer of Salon Vijin for nearly 20 years and is a long time admirer of Mr. Minamida's straightening perm. "It's not damaging and it lasts a very long time. It's so effective and beautiful when it's done," she says. Today, she visits the salon for the first time in six months. Mr. Minamida starts checking her hair condition and says, "It won't take so long because it's a retouch today. But since her hair is damaged from bleach highlighting, I should be careful and spend more time on treatment." After the shampoo he applies two types of pre-treatment to protect and soften her hair. Then he applies straightener. Using the IONIC JET PRO and Understeamer machines which employ ionized water, Mr. Minamida protects her hair. Then he rinses off the chemicals with ionized water. Next, he straightens Ms. Conklin's hair while blowing it dry and ironing it and then applies neutralizer. Again, the chemicals are rinsed off with ionized water. For extra care a deep conditioner is applied. When the last rinse is done, he finishes by styling her hair. Her formerly frizzy hair has become completely straight and glossy after this five hour procedure!

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10 Rockefeller Plaza, Concourse Level, New York, NY 10020
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# Beauty Guide

## HAIR SALON

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2901 Broadway (at 108th St)
212-663-0460
F $40- M $40-

**Upper East — Giovanni-Sacchi**
1964 Lexington Ave (bet 90th & 91st St)
212-360-5557
F $50 M $30-

**Upper East — Michi**
208 E 60th St (bet 2nd & 3rd Ave)
212-752-9229
F $70 M $50-

**Upper East — Midoma Salon-Gallery**
436 E 75th St (bet York & 1st Ave)
917-432-2967
F 100- M 100-

**Upper East — Tomoka Shima Hair Salon**
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57 W 57st St #1204 (at 6th Ave)
212 757-5960
F $145 M $115

**Midtown East — Eiji International**
601 Madison Ave 5th Fl (bet 57th &58th St)
212-838-3454
F $125- M $90-

**Midtown East — Hair Mates Midtown**
114 E 40th St (bet Park & Lexington Ave)
212-682 2830
F $55 M $50

**Midtown East — Hisaka Salon**
141 E 47th St 2nd Fl (Lex & 3rd)
212/754 7040
F $55- M $45-

**M dtown East — Izumi Salon**
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F $45- M $35-

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212-529-0355 www.yo-csalon.com M $75

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109 Prince St. (bet Sullivan St. and 6th Ave.) F $100-
212-353-8001 M $70-

Lower Mhn **Lotus Salon**
7 Prince St (bet. Elizabeth & Bowery St.) F $70
212-219-8239 M $50

Lower Mhn **Lotus Salon**
141 Reade St. (bet Hudson & Greenwich St.) F $80
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Lower Mhn **Q Hair**
19 Bleecker St. (bet. Mott & Elizabeth St.) F $84
212-614-6728 M $34

Lower Mhn **Shizen**
627 E. 9th St. (Bet. Ave. B & C) F $65
212-777-2126 M $55

Lower Mhn **Takamichi Hair**
36 Great Jones St. (Lafayette & Bway) F $75-
212-420-7373 M $75-

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191 Grand St (bet. Driggs & Bedford Ave.) F $55-
718-384-7412 www.communesalon.com M $45-

Upstate **Akane Salon**
7 E. Hartsdale Ave Hartsdale NY 10530 F $55-
914-948-0216 M $45-

Upstate **Hair Studio NAKA**
267 Halstead Ave. Harrison, NY 10528 F $80-
914-835-0045 M $50-

Upstate **Hiro a Hair Salon**
99 Purchase St Rye, NY 10510 F $80
914-921-9039 M $50

Upstate **Mometaro**
2 Spencer Pl 2nd Fl Scarsdale NY 10583 F $60-
914-472-5537 M $50-

Upstate **Salon Shin**
731 White Plains Rd Scarsdale, NY 10583 F $50-
914-472-3917 M $45-

Upstate **Salon Susan**
19 E. Hartsdale Ave. Hartsdale NY 10530 F $40
914-946-7475 M $30

Long Island **LI Wave**
18 Haven Ave Port Washington NY 11050 F $40
516-883-3048 M $30

New Jersey **Akane Salon**
2024 Center Ave Fort Lee, NJ 07024 F $40-
201-461-3644 M $30-

New Jersey **Katsuko Salon**
2039 Lemoine Ave #1F Fort Lee, NJ 07024 F $60
201-585-9093 M $40

New Jersey **Michi**
595 River Rd. Edgewater NJ 07020 F $50-
201-941-1889 M $40-

New Jersey **Salon Tomo**
1617 Parker Ave Fort Lee NJ 07024 F $50
201-346-0501 M $45

New Jersey **Tosh Hair Supreme**
1550 Lemoine Ave Fort Lee, NJ 07024 F $45-
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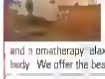

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Midtown West **SHIZUKA new york**
7 W 51st St 6th Fl (bet. 5th & 6th Ave.) $25
212-644-7400

Midtown West **Spadium**
43 W 32nd St (bet. 5th & Broadway) $90
212 967-3131

Korea Town **Aura Wellness Spa**
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55 W 19th St 2nd Fl (bet. 5th & 6th Ave.) $65/1h
212-925-5959 www.supplespa.com

East Village **TAMAGO Skincare**
251 E. 13th St (bet. 2nd & 3rd Ave.) $45/h-
212-505-1539

Lower Mhn **Corina Beauty Center**
121 Baxter St. (bet. Canal & Hester St.) $45/h
212-941-7118

Lower Mhn **Facial Spa**
170-172 Canal St #303 (Mott & Elizabeth St.) $35/30m
212 925-5114

Lower Mhn **KSS Beauty Spa**
187 Centre St (bet. Canal & Heste St.) $45
212 966-9531

Lower Mhn **NY Chinatown Nutrition Ctr**
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917-622-0310 Loss

Lower Mhn **Spring Thyme Wellness**
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115-43 Un on Tpk, Forest Hills NY 11375 $60
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**Midtown West — Salon de Tokyo**
200 W 57th St #1308 (at 7th Ave) | 212-757-2187 | $70 /50mn

**Midtown West — Esprit Wellness**
2 W 45th St #1709 (bet. 5th &6th Ave) | 212-354-5676 | $60 /15mn

**Midtown East — Kenkodo Inc**
333 E 49th St, Lay-O (bet 1st & 2nd Ave.) | 212-980-0088 | $60 /60mn

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**Midtown East — Ease Salon**
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**Lower Mhn — Health Trail CO**
23 Pell St. 2nd Fl (bet Mott & Bowery St ) | 212-608-2212 | $80 /60mn

## ACUPUNCTURE

**Upper West — Dr. Hong**
4167 Broadway (bet 176th & 177th St ) | 646-239-3922 | $50 /30mn

**Upper East — Herbal Fairy Spa**
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**Midtown West — NY Accpuncture & Herb**
250 W 57th St #1330 (at Broadway) | 212-262-4668 | $100 /visit

**Midtown West — Nihon Medical Group**
15 W 44th St 10th Fl (bet. 5th & 6th Ave ) | 212-575-4310 | $80-

**Midtown West — Eileen Chen**
119 W 57th St Su te 511 (6th & 7th Ave ) | 212 374-2490 | $100/h

**Midtown East — Oevid L. Zeng**
14 E. 34th St 5th Fl (bet. 5th & Madison Ave.) | 212-683-1773 | $80 /50mn

**Midtown East — Chun Yuen Li**
141 E. 55th St #3D (bet. Lex & 3rd Ave) | 212-750-8391 | $80/ visit

**Midtown East — Amy Nature Center**
137 E 47th St. (bet. 3rd & Lexington Ave ) | 212-317-2720 | $50/ visit

**Midtown East — Acumed Center**
150 E. 58th St. #1C (bet. 3rd & Lexington Ave ) | 212-888-8877 | $80/ 30m n

**Midtown East — 41st Street Medical**
18 E 41st St (bet 5th & Madison Ave ) | 212-683-0041 | $90/ 120m n

**Chelsea — Yoshiko Kamiyama**
20 W 20th St. #311 (bet. 5th & 6th Ave ) | 914-354-6604 | Homeo -pathy

**East Village — SuHo Natural Health**
1 Union Sq W #715 (at E 14t St ) | 212-634-8281 | $90/ visit

**Queens — Chin Ket**
133-47 Sanford Ave. #1G Flushing, NY 11355 | 718-961-7222 | $50 /45mn

## HEALTH PRODUCT

**Upper West — Health Nuts**
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**Queens — Metro Phonnacy**
41-19 30th Avenue Astoria NY 11103 | 718-204-1414 | Pharm -acy

**Illinois — June Bees**
1330 St. James St Palatine IL 6007 | 800-567-8541 | Health Product


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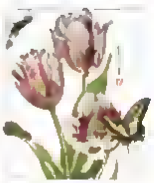

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# School Guide

The following is a list of school where can learn Japanese culture.

## LANGUAGE

**Upper East — Musical Kids International** — Japanese
129E Lexington Ave (at 28th St.)
212-696-5988

**Midtown East — Amity Language Institute** — Japanese
124 E 40th St #203 (bet. Park & Lex. Ave.)
212-697-8374

**Midtown East — Japan Society** — Japanese
333 E 47th St. (bet. 1st & 2nd Ave.)
212-832 1155

**Midtown East — Language House** — Japanese
545 Fifth Ave. # 1110 (at 45th St.)
212-949-5455

**Chelsea — ABC Language Exchange** — Japanese
135 W 29th St. # 1204 (bet. 6th & 7th Ave.)
212-563 7580

**Chelsea — Tenn** — Japanese
43A W 13th St. (bet. 5th & 6th Ave.)
212-645-2800

**Lower Mhn — NYCNDA** — Japanese
273 Bowery Lower Level (NOE Houston)
646-334-7426

**Upstate — Japanese Study Hall** — Japanese
64 Calvert St. Harrison, NY 10528
917-697 2017

**New Jersey — JAS of NJ** — Japanese
304 Main St. 2nd Fl. Fort Lee, NJ
201-461 5133

## TRADITIONAL

**Upper West — Ikenobo Society NYC** — Ikebana
30 W. 60th St. (Columbus & Broadway)
212-757-6748

**Upper West — Sogetsu Ikebana School** — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-673-6115

**Upper East — Exrthworks Pottery** — Pottery
1705 1st Ave (at 88th St.)
212-876-6845

**Upper East — Urasenke Chanoyu Ctr** — Sado
153 E. 69th St. (bet. 3rd & Lexington Ave.)
212-988-8161

**Midtown West — Elke's NY Floral Design** — Ikebana
15 W 44th St. 11th Fl (bet. 5th & 6th St.)
212-661-9696

**Midtown West — New York Togei School** — Pottery
5 W. 30th St. 3rd Fl (bet. 5th & Broadway)
212 268 1711

**Midtown West — The Nippan Club** — Sado
145 W. 57th St. (bet. 6th & 7th Ave.)
212 581-2223

**Chelsea — The Dhashi Institute** — Shiatsu
147 W. 25th St. 6th Fl (6th & 7th Ave.)
800-810-4130

**Lower Mhn — Ikebana Flowers New York** — Ikebana

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173 Lafayette St. (bet. Broome & Grand St.)
212-255-3769 www.ikebanaflowers-ny.com

**Lower Mhn — Kampo Cultural Center** — Calligraphy
31 Bond St. (bet. Lafayette St. & Bowery)
212-228-3063

**Queens — K-sai Shodo** — Calligraphy
29-11 36th St. 2nd FL (23rd & 24th Ave)
718-278-0508

**Japan — Ikebana International** — Ikebana
info@ikebanany.org
212 724-7067

**Japan — Ohara School of Ikebana** — Ikebana
oharanyc@aol.com
646-314-8597

## MARTIAL ARTS

**Upper West — Kokushi Budo Institute** — Karate
332 Riverside Dr. (bet. 105th & 106th St.)
212-864-6777

**Upper West — NY Yoshinkan Aikido** — Aikido
2720 Broadway 3rd Fl (bet. 104th & 105th St.)
347 589-0422

**Upper West — Shorinryu Matsubayashi** — Karate
131 W72 St 2Fl (bet. Amsterdam & Columbus)
212-875-8826

**Upper West — Shotokan Karate-Do NY** — Karate
2121 Broadway 4th Fl (at 74th St.)
212-799-5500

**Upper West — UWS Kenshukai Karate** — Karate
928 Columbus Ave. (bet 105th &108th St.)
917 701-0467

**Upper East — NYC Kendo Club** — Kendo
351 E 74th St. 5th Fl (bet. 1st &2nd Ave.)
212-874-8161

**Upper East — Ultimate Karate USA** — Karate
1950 3rd Ave. 3rd Fl (at 107th St.)
212-426-4666

**Upper East — WTKD Honbu Dojo** — Karate
208 E 63rd St. (bet. 2nd & 3rd Ave.)
212 207-1907

**Midtown West — Aikido of Manhattan** — Aikido
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646-235-0253

**Midtown West — Shinjinbukan New York** — Karate
250 W 57th St #528 (Broadway & 8th Ave)
917-400-9163

**Midtown East — Kenshikaikan Karate** — Karate
YMCA, 224 E 47 St (bet. 2nd & 3rd Ave.)
212-756-9600

**Midtown East — N Y Shorin Ryu Karate** — Karate
37 W 28th St #9 (bet. Broadway & 5th Ave.)
212-630-9000

**Chelsea — Bond Street Dojo** — Aikido
214 W 29th St. 3rd Fl (bet. 7th & 8th Ave.)
212-477-0188

**Chelsea — Eizanryu Jujitsu Biwaka** — Jiu Jitsu
214 W. 29th St. 3rd Fl (bet. 7th & 8th Ave.)
212-260-0927

**Chelsea — New York Aikikai** — Aikido
142 W 16th St. 2nd Fl (bet. 6th & 7th Ave.)
212-242-6246

**Chelsea — ShorinjiKempo NYC** — Karate
151 W 26 St. 6Fl (bet. 6th & 7th Ave.)
917-721-8723

**Chelsea — Tiger Schulmann's** — Mix
39 W. 19th St. (bet. 6th Ave. & Broadway)
212-727-0773

**Chelsea — U.S. Budo Kai-Kan** — Karate
110 W. 14th St. 2 Fl (bet. 6th & 7th Ave.)
212-807-7335

**Chelsea — World Dyama Karate** — Karate
35 W. 31st St. 8Fl (bet. 5th Ave. & Broadway)
212-629-7709

**Chelsea — World Saido Karate** — Karate
61 W. 23rd St. 2nd Fl (bet. 5th & 6th Ave.)
212 924-0511

**West Village — New York Jiu Jitsu** — Jiu Jitsu
666 Broadway Lower Level (at Bond St.)
212-343-8310

**West Village — Shin-Budokai Honbu** — Aikido
77 8th Ave. Lower Level (at 14th St.)
212-691-1378

**East Village — Karate Honmo Dojo** — Karate
64 E 4th St (bet 2nd Ave & Bowery)
646-436-0057

**East Village — World Kanreikai Karate** — Karate
4 W 19th St. 3rd Fl (at 18th St.)
212-677 7222

**Lower Mhn — Kan Zen Institute** — Kendo
54 Thomas St (bet. Church & W.Broadway)
212-309-0104

**Brooklyn — Japan Karate Assoc** — Karate
565 Fifth Aveyue (at 16th Street)
718-788-8345

**Queens — School of Tajutsu** — Mix
475 Dr. Lombardi Ave Ridgewood NY 11385
917-449-7035

**New Jersey — Ridgewood Karate School** — Karate
30 Cottage Pl. Ridgewood NJ 07450
201-447 2272

## OTHER

**Midtown West — The Nippon Club** — Dance
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

**Lower Mhn — Kimusan Kotado** — Dance

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# Japanese Lesson #11

あつかったです。/あつくなかったです。

## atsukatta desu / atsukunakatta desu

### Past tense of adjectives 1: i-adjectives

This month, you move on to the past tense. Luckily, the rules for making past forms of adjectives are similar to the rules for making negative forms you learned last month. It makes sense to learn these rules while your memory is fresh. Look at the following sentences.

**Kyou wa atsui desu.** (It is hot today.)
□**Kinou wa atsukatta desu.** (It was hot, yesterday.)

Can you figure out the rule? Yes, you just drop the "i" and add "katta" to make the past tense.

To transform an i-adjective into the negative past tense, you should go through two steps. First, drop the "i" from the i-adjective and add "kunai" to make the negative form. Then, drop the last "i" from the negative form and add "katta."

**Kore wa yasui desu.** (This is cheap.)
□**Kore wa yasukunai desu.** (This is not cheap.)
□**Kore wa yasukunakatta desu.** (This was not cheap.)

Look at the conversation between Mr. Tanaka and Mr. Smith, who has just come back from a trip to Mexico.

*Tanaka:* **Konnichiwa, Sumisu-san. Mexico wa atsukatta desu ka.** (Hello, Mr. Smith. Was it hot in Mexico?)

Illustration by Ai Tanabayashi

*Smith:* **Iie, atsukunakatta desu. Suzushikatta desu.** (No, it wasn't. It was cool.)
*Tanaka:* **Mexico ryouri wa oishikatta desu ka.** (Was Mexican cuisine good?)
*Smith:* **Hai, totemo oishikatta desu. Soshite, totemo yasukatta desu. Demo, nihon-ryouri wa yasukunakatta desu.** (Yes, it was very tasty. And it was very cheap. But Japanese food there wasn't cheap.)

**NEW WORDS** **kinou** yesterday **ryouri** cuisine, cooking **soshite** and **demo** but


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## Japanese Book Ranking *(data provided by Kinokuniya Bookstore)*

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| | Book title | Author | Publisher |
|---|---|---|---|
| 1 | *O-gata Jibun no Setsumeisho* | *Jamais Jamais* | *Bungeisha* |
| 2 | *Kamiji Yusuke Monogatari* | *Yusuke Kamiji* | *Wani Books* |
| 3 | *Harry Potter and the Deadly Hallows* | *J.K.Rowling* | *Seizansha* |
| 4 | *Nihongo Nouryoku Shiken Juken Annai* | *N/A* | *Bonjinsha* |
| 5 | *A-gata Jibun no Setsumeisho* | *Jamais Jamais* | *Bungeisha* |

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| | Book title | Author | Publisher |
|---|---|---|---|
| 1 | *Yougisha X no Kenshin* | *Keigo Higashino* | *Bungei Shunju* |
| 2 | *Nishi no Majo ga Shinda* | *Kaho Nashiki* | *Shinchosha* |
| 3 | *Yami no Kodomotachi* | *Yan Sogiru* | *Gentosha* |
| 4 | *Hyoutouou no Kunou* | *Kaoru Kunimoto* | *Hayakawa Shobo* |
| 5 | *Kunpuu Koinobori* | *Yasuhide Saeki* | *Gentosha* |

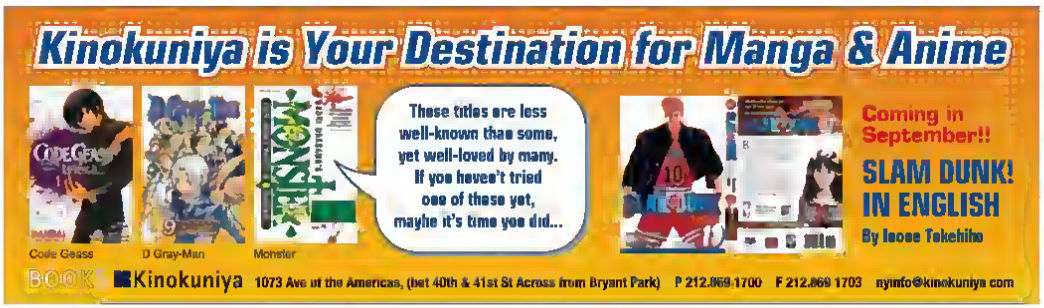
THE MONTHLY PICK

*YOUGISHA X NO KENSHIN*
*Although he is a genius in mathematics, Ishigami has to reconcile himself as a high school teacher. He happens to know his neighbor's family: mother and daughter commit a murder. From his affection toward the mother, he plans perfect cover-ups. This is the latest title in the "Galileo" series, with promising physicist, Yukawa, solving mysteries. Can he crack his college pal's perfect crime? (Rank #1)*

## PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

*BLACK LAGOON 001*
***REI HIROE** — Viz Media*
*Rokuro Okajima is just an average Japanese Salaryman, living an average life. But when he's taken hostage by the crew of the Black Lagoon, Rokuro finds himself thrown headfirst into a deadly world of outlawed heroes, brutal villains and blazing gunfights. Where he ends up is anyone's guess, but one thing is for certain – he's in for a wild ride!*

*CODE GEASS*
***MAJIKO!** — Bandai Entertainment*
*The Holy Empire of Brittania has conquered Japan. Now known as a mere number, "Area 11" Japan has lost its freedom and the people have lost their rights. But one Brittanian boy dreams of toppling the very system he is part of. His name is Lelouch. And he has obtained the power to change the world. And now his rebellion has begun!*



Kinokuniya is Your Destination for Manga & Anime
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BOOK
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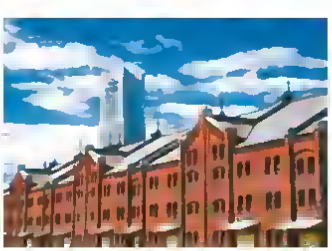
# WORLD ART SHOW:
## TRIENNALE YOKOHAMA 2008

*Daniel Buren a French artist installed fabric art displays for the last Yokohama Triennale in 2005 The installation which was titled as "On the Waterfront 16150 Flames" was specifically designed for the venue in Yokohama (Photo by Mikio Kurokawa)*

The country with unique mixture of its old and new cultures is now becoming a large art destination for artists and art dealers from all over the world. Among the cultural globalization, art scene is the crossroad of different cultures and new perspectives. In Japan, the younger generations increasingly follow international art scenes as much as design, fashion and architecture. At the same time, more and more Japanese artists make major presence around the world, not to mention prominent art exhibitions in the United States such as in New York City.

As a good indicator of the recent art-oriented and international minded culture among the young generations, Yokohama Triennale 2008, an international art show, displays the latest art works from September 13 to November 30. The event is themed as "time crevasse" for timeless and intercultural capacity of art. International art shows are raising more and more attentions just like the biennale of Venice, Italy, the international art show has been taken place every other year for over 100 years. Yokohama Triennale is the art exhibition for every three years, and successfully presents the third installment featuring 70 artists from 35 countries. Yokohama is the best match to this art event with both historic and recent innovative urban development that accommodates Japanese young audience and foreign artists.

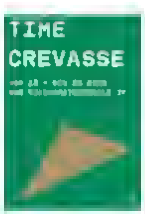
The venues also represent Japan's latest art scenes. The main building that holds 5,000m² of floor space (1.2 acres) is right next to the Graduate School of Film and New Media of Tokyo University of the Arts. Inside is the perfect art space with the warm lights from the ceiling and side walls, which evenly spread the right amount of light in the exhibition space. Other two facilities occupy Yokohama's historic port warehouse buildings that preserve historic exterior façade and have the latest architectural and technological renovation inside.



*The historic brick warehouse is one of the exhibition sites of Yokohama Triennale 2008*

*A Belgian installation Artist Luc Deleu exhibited "Speybank" in Yokohama Triennale 2005 (Photo by Mikio Kurokawa)*

Having been developed as the large port city and accommodated merchants, artists and diplomats from the neighboring countries as well as the Western world, Yokohama's inter-cultural atmosphere matches Triennale's principle to connect different cultures through arts. In addition to the City's historic spots, Yokohama Triennale is certainly the new attraction of Yokohama, and the city will move on to serve as the art center of Japan.




For more event information, visit www.yokohamatriennale.jp.

—— *Nori Akashi* Public Relations Manager at the New York Office of JNTO

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**New York Office**

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*What on Earth?*

# 十五夜

# JUUGOYA

Moon-watching in the West is not a common activity except for astronomers and perhaps werewolves. In Asian countries, people frequently enjoy watching the moon, especially in autumn. The custom of commemorating the beautiful autumnal moon is popular throughout Japan. This event is called "Juugoya," which literally means "the fifteenth night," because it occurs on August 15th of the old, lunar calendar (which, depending on the year, corresponds to a day falling somewhere between mid-September and early October according to the Gregorian calendar). The moon on this day has another name, "Chuushuu no Meigetsu," which translates as "the great moon in the middle of the autumnal season." As this name implies, the sky is clear, the air is pure, and the moon shines beautifully, captivating every viewer on the day of Juugoya. This is why people celebrate "otsukimi," moon-viewing, on this day.

The day of Juugoya, however, does not always have a full moon. There is an error of one or two days because of the difference between the date-counting system of the calendar and the actual moon date. Please see the table at right showing the gap between the actual Juugoya date and the full moon date. These days, some people enjoy otsukimi on the day of the full moon rather than on the actual day of Juugoya.

The moon on Juugoya is also known as the "Harvest Moon" because it coincides with the harvest season. In gratitude for the current year's harvest and to pray for a rich harvest for the upcoming year, people offer what they have just harvested, crops such as sweet potatoes, pears, taro, and mushrooms, and plants such as Japanese pampas grasses and seven kinds of autumnal flowers and herbs that represent the season well. But the most common offering is tsukimi-dango, dumplings made from rice powder.

As you now know, Juugoya is a moon-viewing event as well as a harvest celebration, but we can't go without mentioning the story of the rabbit and the full moon when it comes to Juugoya. In Japan, there is a tale of a rabbit pounding rice cakes on the moon. This simply came from the figurative pattern on the moon's surface. Since this story is so popular in Japan, plenty of goods and sweets related to this image are sold close to the day of Juugoya. It is hardly believable that a rabbit lives on the moon and makes rice cakes, but the story that's been passed down from one generation to another leaves room for fantasy. Looking at the sky and thinking about the rabbit on the beautiful autumnal full moon, people are easily transported to a world of timeless wonder.

### *The gap between Juugoya and full moon dates*

| *YEAR* | *DATE OF JUUGOYA* | *DATE OF FULL MOON* | *ERROR* |
|---|---|---|---|
| *2005* | *September 18* | *September 18* | *0* |
| *2006* | *October 6* | *October 7* | *+1* |
| *2007* | *September 25* | *September 27* | *+2* |
| *2008* | *September 14* | *September 15* | *+1* |
| *2009* | *October 3* | *October 4* | *+1* |
| *2010* | *September 22* | *September 23* | *+1* |
| *2011* | *September 12* | *September 12* | *0* |
| *2012* | *September 30* | *September 30* | *0* |
| *2013* | *September 19* | *September 19* | *0* |

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www.kintetsu.com

JTB
Manhattan 1-800-235-3523
New Jersey 1-800-222-5824
www.jtbusa.com

IACE TRAVEL
1-800-872-4223
www.iace-usa.com

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1-800-ASK-4-HIS
www.his-usa.com

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アムネット
1-800-929-AMNET
www.amnet-usa.com

## Exhibition

**August 22-28**
Chopsticks NY Cover Artist Contest An Exhibition of the Works of the Final Contestants
**Chopsticks NY / NY Coo Gallery**
The selection process for the next cover artist of Chopsticks NY took 3 months Each of the four finalists Yoko Eurusho Asuka Hishiki, Fay Ryu and Chiaki Uchida has a completely different style but all of them understand the concept of the magazine well and represent Japanese culture in their own way Their original works will be exhibited at NY Coo Gallery The opening reception will be held on August 22nd from 5pm to 7.30pm.
*Location: 20 W 22nd St. (bet 5th & 6th Aves.), New York, NY 10010*
*TEL 212-388 1149 / www.nycoo.com*

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**Through August 31**
The Art of Calligrapher Ayumi Kato
**Michi Gallery**
Michi Salon, a beauty salon on the Upper East Side presents Japanese calligrapher Ayumi Kato s first solo exhibition in New York. Born in Toyama prefecture she started calligraphy when she was six years old As a young aspiring calligraphy artist, she offers her works to various fields
*Location: 208 E. 60th St. (bet. 2nd & 3rd Aves.), New York, NY 10022*
*TEL 212-752-9229*

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**September 4-20**
Keiko Nelson Solo "Echo from the East" Exhibition Homage to Hokusai Wave Series
**NY Coo Gallery**
This San Francisco-based sculptor, painter and designer has earned international recognition through exhibitions and lectures in the United States, Japan Germany, Ecuador, Hong Kong, Egypt, Thailand, China and Mexico. This is her first solo exhibition at NY Coo Gallery and it will feature organic abstract relief paintings that Nelson links with Hokusai's works They pay homage to his graphics and echo her Eastern heritage The opening reception will be held on September 5th from 5pm to 7 30pm
*Location: 20 W 22nd St (bet. 5th & 6th Aves.), #1008*
*New York, NY 10010*
*TEL 212-388 1149 / www.nycoo com*

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**September 3-9**
11th Annual Tokyo-New York Friendship Ceramic Competition
**Nippon Gallery**
This event strives to further the cultural ties between the sister cities of New York and Tokyo by encouraging and honoring the creativity of their ceramic artists The exhibition will include over 100 works selected by the judges for the competition Reception and presentation ceremony will be held on September 5th from 6pm to 8pm
*Location: 145 West 57th Street (bet 6th & 7th Aves.)*
*New York, NY 10019*
*TEL 212 581 2223 / http://www.nipponclub.org*

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**Through September 7**
Heavy Light Recent Photography and Video from Japan
**ICP (International Center for Photography)**
Heavy Light Recent Photography and Video from Japan will present the exciting and highly individualistic work of a new generation of Japanese artists who have come of age following the Asian economic crash of 1990 Curated by ICP curator Christopher Phillips and Noriko Fuku of the University of Art and Design in Kyoto, the show examines a generation of artists whose work has been greatly influenced by Daido Moriyama, one of the most revered living Japanese photographers
*Location: 1133 Avenue of the Americas (at 43rd St.),*
*New York, NY 10036*
*TEL 212-857-0000 / www.icp.org*

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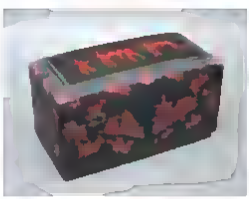
**September 12-18**
The Exhibition of Kingyoku Nakada - Kutani Renaissance-
**Nippon Gallery**
Kingyoku Nakada is one of the most popular and acclaimed Kutani ceramic artists in Japan He has breathed new life into classical Kutani by creating a new method based on this traditional technique. In this exhibition, 40 gorgeous and graceful works of art will be on display Please don t miss this opportunity to see authentic Kutani ware which has been created with superb craftsmanship Sponsored by the Consulate General of Japan in New York with support from Nikko Ceramics, Inc
*Location: 145 W 57th St. (bet 6th & 7th Aves.)*
*New York, NY 10019*
*TEL 212-581 2223 / http://www.nipponclub.org*



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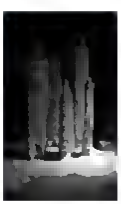
**Through September 27**
The Voice of the Stone Sculptural Works by Atsuya Tominaga
**Ippodo Gallery**
Tominaga worked in a granite quarry in Osaka Prefecture for 10 years after graduating from university Tominaga has coined the term "ninguen" for the shapes he carves in his quest for the voice of the stone. That term alludes simultaneously to the Japanese word for "people" and to the Portuguese word for "nobody" Tominaga says, "The more I seek the human element, the more distant the stone becomes." That paradox characterizes the sculptor's diligent efforts to capture the sound of the stone bound voice



*Location: 521 W 26th St., (10th & 11th Aves.) New York, NY 10001*
*TEL 212 967 4899 / www.ippodogallery.com*

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**Through October 11**
Good Things in Small Packages Japanese Children's Kimonos 1860-1960

**The Forbes Galleries**
This exhibition guest curated by Valerie Foley, explores vintage Japanese children's wear as historical and cultural artifacts. Each piece reveals something about childhood in traditional and transitional Japan: popular patterns and their meanings, favorite fairy tales, annual celebrations, superstitions, material culture, religion, the economy, politics, and outside influences as Japan opened up to the rest of the world.
*Location: 62 Fifth Ave (at 12th St.), New York, NY 10011*
*TEL. 212-206 5548*
*www.forbesgalleries.com*

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**Through October 12**
Japonisme in American Graphic Art 1880-1920
**Brooklyn Museum**
Japonisme in American Graphic Art, 1880-1920 explores the myriad manifestations of Japonisme in a selection of rarely seen American works on paper from the Brooklyn Museum's permanent collection. Concurrent with the so-called "Japan craze" in America was a renewed interest in graphic arts, as watercolor, pastel, etching, and other graphic media came to be appreciated for their artistry and expressivity; they also reflected the impact of Japanese art. Color wood cuts by late-eighteenth- and nineteenth-century masters such as Hiroshige, Hokusai, and Kuniyoshi were avidly collected in the West and served as particularly influential models of stylistic and technical innovation for American artists.
*Location: 200 Eastern Parkway, Brooklyn, NY 11238*
*TEL. 718-638 5000*
*www.brooklynmuseum.org*

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## Performance

**August 27-30**
Heavenly Robe, Carmonk and Black Hole
**Y+UTOPIA.ent**
The performance group Y+UTOPIA, represented by Japanese artist Yuto Kurosaka, will present a video-and-dance-infused work utilizing the classical Japanese Noh and Kyogen archetypes "Heavenly Robe, Carmonk and Black Hole," which involves the fantastical and obsessive Noh characters Angel, Monk, and Demon Lady. Is sexy, funny and even grotesque. Yoshito Sakuraba (choreographer) and Shogo Samata (composer) also join the project. Special events will be held on August 29th and 30th after the first show.
*Location: Ontological-Hysteric Theater at St. Mark's Church*
*(131 E. 10th St., New York, NY 10003)*
*www.ontological.com / Yutopia.ent@gmail.com*

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**September 17**
Katsura Kaishi
English Rakugo
**New York Hanjou-tei**
Katsura Kaishi is the premier performer of rakugo in English and one of the most popular rakugo-ka (storytellers) in Japan. He is currently touring the US on a Ministry of Culture grant for cultural exchange in order to propagate Rakugo in this country. His tour culminates with this performance in NY. His master and celebrated rakugo-ka Katsura Sanshi will join the event. For tickets, call 718-433 1716 / 917-804 5661 or email tickets@productionhouseny.com.

© Haruka Shimokashi

*Location: Kaufman Center, Merkin Concert Hall*
*(129 W. 67th St, New York, NY 10023)*
*TEL. 212-501 3330*
*http://www.kaufman-center.org/mch/*

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## Lecture/Forum/ Film/Festival

**September 12**
Lecture by Tadanori Yokoo
**Japan Society**
Hailed in the late 1960s as one of the world's great graphic designers, thanks to his novel use of bright colors and imagery gleaned from popular culture, Tadanori Yokoo is also a respected painter and installation artist who has had major retrospective shows at museums around Japan as well as many international venues, including MoMA in New York and the Cartier Foundation in France. This program is held in conjunction with Yokoo's first New York solo gallery exhibition at Friedman Benda Gallery in Chelsea, where his most recent paintings and a large-scale installation will be on view. Moderated by independent curator, Eric C. Shiner.
*Location: 333 East 47th St., New York, NY 10017*
*TEL. 212-832-1155 / www.japansociety.org*

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**September 20**
Introduction to Genuine Japanese Etiquette
**The Japanese-American Society of New Jersey**
This workshop will enable participants to become familiar with Japanese culture and tradition and experience Japan's spirit. They will learn genuine Japanese etiquette from Ms. Sochoku Nakahashi, a master of the Urasenke school and a tea-ceremony instructor at the society, and feel more comfortable visiting Japanese friends. Skills taught will include how to bow, how to use chopsticks and how to drink tea.
*Location: 304 Main St (2nd floor), Fort Lee, NJ 07024*
*TEL. 201-461 5133*
*http://www.jasafnj.com/english/jas_workshop_manners.htm*

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## Event Feature

HonPro Presents
### Akiko Wada 40th Anniversary Concert "Power & Soul"

**September 29**
**Apollo Theater**
*253 W. 125 St.,*
*(bet. Adam Clayton Powell & Frederick Douglass Blvd.)*
*New York, NY 10027*
*TEL. 212-531 5305*
*http://www.apollotheater.org/upcoming_events.html*
*Tickets: $50/$80 plus service charge*
*Info: Gorgeous Entertainment.*
*TEL. 212-398-7145*

When Japanese singer/entertainer Akiko Wada visited New York four years ago, she made a trip to the famous Apollo Theater in Harlem. There she was thrilled to find pictures of her musical icon, Ray Charles, who launched his career at the theater. Rubbing her hand against the Tree of Hope that has been at the Apollo Theater for generations, she made a wish to sing at this historical location someday.

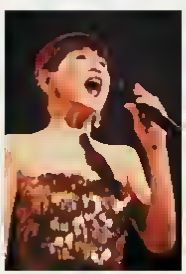
*Photo provided by Gorgeous Entertainment*

Little did Wada think that this dream would actually become a reality. This fall she will be performing at the Apollo with a concert commemorating her 40 years in the music industry. The concert is entitled Power & Soul and will be held on Monday, September 29 at 7:30 pm at the Apollo Theater. Joining Wada on stage will be special guest Sam Moore, and the blues band The Wild Women will open the show. Wada is planning to perform 18 songs at the concert, including favorites such as Georgia on my Mind and Soul Man (with Sam Moore).

**September 24**
Film Screening and Discussion: Japan's About-Face
**Japan Society**
Japan's About-Face offers a remarkable window into the shifting role of the military in postwar Japanese society. Filmmakers follow Defense Academy cadets preparing for a future that may involve overseas deployment and meet with a group of peace activists on a grueling two-month 700-mile protest march from Hiroshima to Tokyo. Post-screening discussion with Emmy-nominated producer and director Micah Fink and Richard Samuels, Ford Professor of International Studies, MIT.
***Location: 333 East 47th St., New York, NY 10017***
***TEL: 212-832-1155 / www.japansociety.org***

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**September 26-28**
New York Anime Festival
**Reed Exhibitions**
Annual anime convention, New York Anime Festival, will come back to Jacob K. Javits Center in Midtown Manhattan this fall. It will feature exclusive and extensive anime screenings, guests from Japan and America, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and treasures that gave birth to Japanese pop culture. This event is operated by Reed Exhibitions, the world's largest event organizer, which produces The New York Comic Con, BookExpo America, The London Book Fair, etc.
***Location: Jacob K. Javits Center***
***(655 W. 34th St. New York, NY 10001)***
***www.newyorkanimefestival.com/chopsticks***

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# Events

**August 16-November 1**
Japan C: Experience the best of contemporary Japanese culture and design
**Felissimo Design House**

**Japan C**

**JapanC** represents all that Japan is today. Cool, Cute, Clever and Creative. This groundbreaking showcase features a selection of Japan's most interesting products. JapanC is part design exhibition, part bazaar and part trade fair. Over the course of 11-weeks, more than 70 diverse Japanese firms will be presenting and demonstrating their unique wares ranging from home and fashion accessories to stationery, food, beauty and pop-culture products. Free and open to the public Mon-Sat., 11am-6pm.
***Location: 10 W. 56th St. (bet. 5th & 6th Aves.),***
***New York, NY 10019***
***TEL: 212 956-4438 / www.japan-c.com***

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**August 30**
Kiddie Kabuki: Kabuki Dance Performance & Interactive Lessons for Children
**NYC Nihongo de Asobou**
Professional kabuki actor Bando Hirohichiro will perform a buyo piece called "Kinokuniya Bunzaemon." This is the story of a young merchant who takes a daring voyage through a storm to fetch oranges for the New Year's Celebration. After the performance, Bando will give children a dance lesson and perform a short piece with them. This is the first of several annual family cultural events from NYC Nihongo de Asobou (NYC Let's Play in Japanese). No knowledge of Japanese is necessary.
***Location: Teatro LA TEA at the Clemente Soto Velez Cultural Center (107 Suffolk St., 2nd Floor, New York, NY 10002)***
***TEL: 646 334-7426 / www.nycndo.com***

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**September 18**
Annual Sake Tasting Event in Manhattan
**JFC International Inc.**
This annual event, open to restaurants and retail operators only, will feature newly arrived items, sake serving demonstration, and a sake presentation from brewers. For registration go to www.jfc.com/sakeexpo/
***Location: Loft Eleven***
***(336 W. 37th St., 11th Fl. [East Room], New York, NY 10018)***
***TEL: 718 456-8805***

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**September 18-21**
Hokkaido Fair
**Mitsuwa Marketplace**

This Japanese marketplace will be holding a large-scale Hokkaido fair where products from this northern island will be presented and craftsmen will be on hand to explain them. Among the offerings will be Asamoshi Maeda ramen, Yubari melonbun and soft serve ice cream made with famous Hokkaido dairy. Craftsmen from the region will be on hand to share their products. As parking space is limited, please use the Mitsuwa Shuttle which runs from Port Authority every hour on weekdays and every 30 minutes on weekends.
***Location: 595 River Rd., Edgewater, NJ 07020***
***TEL: 201 941 9113 / www.mitsuwa.com***

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**September 20**
Knockdown Karate Championships
**Kyokushin Karate**
"THE STRONGEST KARATE" - KYOKUSHIN presents: The 2008 All American Open Karate Championships - showcasing competitors from all over the world fighting for the title. You may have seen KYOKUSHIN on the Discovery Channel TV series, "Fight Quest" or heard of the legendary karate master, Mas Oyama - this is the real deal. Contenders battle it out in a series of full contact, no pads, no gloves, knockdown karate matches exemplifying some of the best in KYOKUSHIN. Men's Open fighters include National Champions Navarro of Spain, Habraszka of Poland, Tanaka of Brazil and Was and Ouchi of the United States. Ticket on sale now.
***Location: Hunter College Sportsplex (695 Park Ave, New York, NY 10065, 68th St. & Lexington Ave.)***
***TEL: 212 947 3334 / www.kyokushinkarate.com***

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**September 25**
Sake Tasting Event
**Joy of Sake**
The Joy of Sake is the largest sake tasting event outside of Japan. It features over 300 sakes, including gold and silver winners from this year's U.S. National Sake Appraisal, as well as an array of splendid appetizers provided by outstanding restaurants including 15 East, Geisha, Sakagura, Bond Street, Woo Lae Oak, Nobu, Ringo, Kai and many more.
***Location: Webster Hall (125 E. 11th St., New York, NY 10003)***
***TEL: 888-799 7242***
***www.joyofsake.com***

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# Happenings

September Beauty Treats at Discount Prices for Chopsticks NY readers
**i-Salon**
In September, i-Salon will offer eyelash extension ($50) and hair extension ($120 & up for highlights) at a 15% discount exclusively to Chopsticks NY readers. Also take advantage of the monthly promotion (15% discount) and get Japanese straightening ($300 and up) and Brazilian keratin treatment ($200 and up) to have silky straight hair to beat the humidity of the late summer heat. Bring the ad on page 49 and get healthy, shiny hair!
***Location: 150 E. 14th St. (at 3rd Ave.), New York, NY 10003***
***TEL: 212-505-0537 / www.isalon.biz***

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Summer Exclusive -- Happy Hour for Beer & Shochu Lovers
**Umino-ie**
Umino-ie, a Japanese comfort food restaurant in the East

Village with over 50 kinds of sake and shochu has just introduced its happy hour. Every day from 7pm to 9 pm, you can enjoy all beer at half price and all shochu for $4.0. It is a good opportunity to try premium shochu like Kappano-sasaimizu, Heihachiro and Houzan each costs $6.0 regularly. The special offer lasts throughout the summer.

***Location: 86 E. 3rd St. (bet. 1st & 2nd Aves.), New York, NY 10003 / TEL: 646-654-1122***

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Go Japan! Olympic Discount Campaign at midtown location

**Go! Go! Curry!**

To show its support for the Olympics, the midtown location of Go! Go! Curry! is featuring a "Go Japan!" campaign. The serving size has been increased by 10% and if you come in on a day with a 5 in it you can receive a coupon for a free topping. This offer continues until the end of September. In addition, if any Japanese athlete wins a gold medal you receive two coupons and for silver or bronze one coupon. If the Japanese baseball team wins the gold, the next day you can enjoy any curry with chicken cutlet, fried shrimp, sausage or pork cutlet for the price of a no-topping curry, which costs S=$5, M=$5.55, L=$6.50, and XL=$7.50.

***Location: 273 W. 38th St. (bet. 7th & 8th Aves.) New York, NY 10018***
***TEL. 212-730-5555 / www.gogocurryusa.com***

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Fashion Week, Valerie Steele book signing, Death Note Day and Chin Music Gallery

**Kinokuniya Bookstore**

Fashion Week will be held from September 5-12 during which time the music of Ino Hidefumi, a featured artist at Japan's Bathing Ape store, will be highlighted. On September 9 at 5:30 pm Valerie Steele, author of Gothic: Dark Glamour, will do a book signing and presentation on the Gothic influence in fashion. On September 13, there will be a "Death Note" pre-release screening. On September 23 (time T&A), the Tokyo-based Chin Music Gallery will host an exhibition and panel on its art.

***Location: 1073 Avenue of the Americas (bet 40th & 41st Sts.) New York, NY 10018***
***TEL. 212 869-1700 / www.kinokuniya.com***

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Fashion Contest with Grand Prize of Round-Trip Flight to Japan

**Marui Co., Ltd**

Marui Co., Ltd. is holding an online fashion contest with the support of the Japan Foundation. Anyone can enter by taking a photo of a Japan inspired outfit and explaining their submission in up to 200 Japanese characters. The fantastic grand prize is a pair of round-trip tickets to Japan, and all applicants will receive a special gift. Deadline for entries is Monday, September 15 and winners will be announced on Thursday, the 25th.

***Info: http://maruone.jp/***

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Bi-Monthly Special Limited Ramen

**Naruto Ramen**

This restaurant is offering special bi-monthly limited ramen such as September-October's Katsu Tama Ramen and Su-Ra-Tan Men, both for $9.50. The former dish has a deep fried pork cutlet topping (though chicken is also available) and the latter is known for its hot and sour flavor and dense soup. Every other month, two unique types of ramen will be created and the popular ones will possibly be kept on the menu. There are also weekly bargains like discounted ramen on Mondays and discounted gyoza on Wednesdays.

***Location: 1596 3rd Ave. (bet. 89th & 90th Sts.) New York, NY 10128 / TEL: 212-289-7883***

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Wabi Sabi Cupcakes in a Variety of Flavors

**Tafu New York**

In celebration of its one year anniversary, Tafu New York has created new wabi-sabi cupcakes. These treats come in 18 different flavors that are both authentically Japanese and with a Western twist. The basic Japanese flavors of matcha, genmai and houjicha are $1.25 each and improvised tastes such as genmai banana cost $1.60 each. They will be sold at the store and plan to eventually be offered online as well.

***Location: 569 Lexington Ave. (on the first floor of the Doubletree Metropolitan Hotel.) New York, NY 10002***
***TEL. 212-980-1310 / http://www.tafuny.com***

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First-time Chopsticks NY clients receive 10% discount and coupon for next visit

**RH+ Salon**

As an exclusive offer to Chopsticks NY readers, first-time clients will receive 10% off and a discount coupon for their next visit. RH+ opened in 2007 and is staffed by stylists with over 20 years of experience in NYC and Tokyo. Starting in September, it will be open 7 days a week.

***Location: 805 3rd Ave., 2nd Fl. (bet. 49th & 50th Sts.) New York, NY10022***
***TEL. 212 644-8058 / www.rhplusny.com***

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Happenings Feature

## "Tofu Around the World" Cook-Off

### House Foods America Corporation / Gohan Society

*Chef Wylie Dufresne of wd~50 won the award*

The leading Tofu producer, House Foods America Corp., hosted a cook off event featuring Tofu on July 22nd. The event, co-sponsored by Gohan Society, invited four renowned chefs in New York: Erik Battes (Perry St. Cafe), Wylie Dufresne (WD 50), Edward Higgins (Insieme), and Akinobu Suzuki (Sakagura), to explore unique ways of incorporating tofu into global cuisine. The chefs, who have different backgrounds, presented both savory and sweet dishes by using two kinds of tofu, House Organic Tofu soft and firm in their own interpretation of tofu. Three judges, Michael Romano, executive owner/chef of Union Square Cafe, Peter Berley, chef & cookbook author, and Andrea Strong, food writer & creator of food blog, chose chef Dufresne as the winner of this Tofu cook-off event. Dufresne made "Miso Soup, Instant Tofu Noodles" by using molecular cuisine technique and "Warm Tofu Custard, Caramelized Banana, Granola Sleeves," and he received a $5,000 award.

entertainment ★ film

# RUSTIC VIOLENCE

By *Sam Frank*

Throughout history Japan has been known to borrow things from other countries and make them their own. Among those Japanese imports are Kanji characters (China), Beer (Germany), Baseball (America), Pei Yong Jun (South Korea), Gwen Stefani (America), and most recently, spaghetti western movies like Sukiyaki Western Django by the master of stylized violence, Takahashi Miike. In this beautifully choreographed film, Miike takes us to a small town overrun by two groups of treasure hunters at the height of a gold rush. Lead by a barbaric Kiyomon (Koichi Sato), the red Heike gang takeover the town until a graceful Yoshitsune (Yusuke Iseya) and his white Genji clan drop by with their own plans for domination. With both factions in a cease-fire, our hero, a nameless Clint Eastwood meets John Wayne type, played by renowned Japanese television star, Hideaki Ito, reaches the town and finds himself at the epicenter of a looming gun battle between the gangs.

While the movie's premise appears to be simple enough, it's how Miike tells us the story that makes it so unique; most notably, the choice to have famous Japanese actors perform their lines entirely in English. After watching the movie's first five minutes its obvious the actors do not really speak English, and they probably memorized their lines phonetically like Antonio Banderas did in another western-themed film called Desperado. The elaborate costume designs by Michiko Kitamura combined with Takashi Sasaki's artistic direction transformed the scenic Yamagata location into a mud-filled bloody battleground. Sasaki was also a set designer for 2003's Kill Bill Vol. 1, where he worked alongside another Django cast member, Quentin Tarantino, who makes a guest appearance as the sukiyaki eating gunslinger that kills SMAP's Shingo Katori before the opening credits.

Sukiyaki Western Django is a breathtaking cinematic experience that keeps you guessing until the last shot is fired. Once you get beyond the poor English, unbelievable cross-cultural pollinations, and outdated clichés all that will remain is a captivating visual masterpiece that is unlike anything you've ever seen before, thus, making spaghetti westerns the newest concept to be embraced by Japanese culture.

**SUKIYAKI WESTERN DJANGO (2007)**

*Directed by Takashi Miike*
*Cast: Hideaki Ito, Kaori Momoi, Koichi Sato, Yusuke Iseya*
**Opens on August 29th at Angelika Film Center in NY*

**Sam Frank** works as managing editor of UnRated Magazine, NYC

# Keiko Nelson Solo Exhibition

## "Echo from the East"

## Homage to Hokusai - Wave Series

## September 4 – September 20, 2008

### Reception : Friday, September 5, 5:00 - 7:30PM

Waterfell (from WAVE Series)
Mixed Media on Canvas 24X 24 inch.

Keiko Nelson is a San Francisco-based artist who has earned international recognition through exhibitions and lectures in the United States, Japan, Germany, Ecuador, Hong Kong, Egypt, Thailand, China and Mexico. This September, she will be having her first solo exhibition in New York at NY Coo Gallery.

She was an artist in residence at the University of Chiapas in Mexico for the International Sculpture Symposium, and was given a grant for a one –person exhibition by the Ministry of Culture in Egypt. In 2002, she received the Artistic Achievement Award, sponsored by the Pollock-Krasner Foundation of New York, for her artistic expressions, which expanded beyond fine art and into the field of design, especially, textile design by Silk Wave Company, production of Isamu Noguchi Museum in New York and Miho Museum in Japan, 2007.

Keiko links her organic abstract relief paintings with Hokusai's works. The distinctive abstract forms create very interesting patina like ancient archaeological surface textures. The images pay homage to Hokusai graphics and echo her Eastern heritage.

Peter Selz -

Keiko Nelson, sculptor, painter, designer has worked in most mediums, old, new and discovered by her. Her recent relief paintings, called "Homage to Hokusai" are organic abstractions and part of her ongoing "Wave" series. They are sensual works, which bridge East and West. They also fuse the elements of earth, fire and water. They combine dynamic energy with rhythmic grace as the great ukiyo-e painter did in his woodblock prints when depicting the vital structure of nature.

The paintings in this exhibition are made of plaster and sand, a combination which creates waving ridges. To these elements the artist then brushed blue paint and gold and silver leaf to further animate the palpable surface.

*Peter Selz*
*Professor Emeritus in history of art at the University of California at Berkeley. Founding Director of Berkeley Art Museum, Berkeley California (1965-73). The curator of the Department of Painting and Sculpture Exhibition at the Museum of Modern Art, New York (1955-65)*

Dancing Wave (from Wave Series)
Bronze with Granite Base 23inch

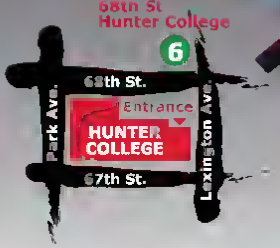
**NYCoo Gallery**

20 West 22nd Street #1008, New York, NY 10010 Gallery Hours : Tue.- Sat.12pm - 6pm www.nycoo.com
contact@nycoo.com / Tel : 212-380-1149

KYOKUSHIN PRESENTS

# ALL AMERICAN OPEN 2008 KARATE CHAMPIONSHIPS

## SATURDAY, SEPTEMBER 20, 2008




**Hunter College Sportsplex**
**@68th St. + Lexington Ave., NYC**
**Main Event: 3pm~**
**212-947-3334**
**www.kyokushinkarate.com**

**Tickets Available Now**

**Open Seating: $25** ($30 at the door)
**VIP Reserved: $55** ($65 at the door)
**Group Ticketing available**

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KYOKUSHIN KARATE 284 Fifth Avenue
(@30th St.), 2nd Floor
New York, NY 10001

ADVERTISEMENT

# SEAFOOD MARRIES FRENCH AND JAPANESE CUISINES

Thanks to the high-quality and superb freshness, Azuma Foods' salmon fillet is perfect for poaching, a delicate cooking method.

The greatness of seafood may not be recognized enough just in sushi. An experienced Japanese chef who specializes in top level French cuisine appreciates high-quality seafood ingredients the most. Mr. Tomoyuki Kobahashi, the executive chef of **Toku**, a modern Asian cuisine restaurant, has cultivated a special sense on cooking over twenty years of his professional experience in French cuisine.

Seafood is the main ingredient in his cooking. For Mr. Kobayashi, **Azuma Foods'** seafood product line-up is so perfect that he takes more of what regular seafood products have. Azuma's raw seafood ingredients such as salmon fillets and fish roe are perfectly preserved with superior freshness by Azuma's original refrigeration method, and their processed seafood products are fully applicable to his French-based Japanese dishes.

"The superb quality of the salmon fillet is great to serve raw, but that is too conventional," Mr. Kobayashi adds more twists on it. Considering the typical summer weather, he poaches the salmon, and thanks to Azuma's quality, the salmon meat stays together and the fillet is finished with a shade of natural bright salmon pink. Mr. Kobayashi's thorough cooking technique poaches the fillet so nicely that the inside has the right amount of rawness. "You will see the quality of this salmon at the first bite, because the raw part is just so good and the fillet is poached just about right." Mr. Kobayashi explains.

Mr. Kobayashi also appreciates the fresh colors of Azuma Foods' products. Tobikko, one of Azuma Foods' best sellers, decorates his fabulous poached salmon fillet as a topping, as well as on top of his cold appetizer with lobster and summer vegetables. From his French cooking background, Mr. Kobayashi's dishes require several ingredients and very careful and painstaking preparation, but he never kills the natural flavor of any of the ingredients. Azuma Foods' quality is well qualified for his cooking philosophy, and he knows what to combine with Azuma Foods' products.

In this upscale suburb of New York City, the marriage of French and Japanese cuisines creates a great dining experience, and seafood is a crucial part of cooking for both styles of cuisine. For a chef like Mr. Kobayashi and gourmands like his customers at Toku, Azuma Foods' seafood products are ever so perfect for relaxing family dining in the cozy but chic residential neighborhood.

Mr. Kobayashi's hands always work on detailed food processing. He expands his creativity with the superior seafood of Azuma Foods.

**Toku Restaurant** is located at Americana Manhasset, 2014C Northern Boulevard, Manhasset, NY. Phone: 516-627-8658.

AF
Expand your cooking and presentation horizons!
To learn more about Azuma, visit their informative website azumafoods.com or call their friendly sales representatives in the Northeast office at (201) 372-1112.
Azuma Foods International Inc., USA
20 Murray Hill Parkway, Suite 150, East Rutherford, NJ 07073

Both processed and raw products from Azuma Foods are in the cold appetizer: lobster chunks pureed with truffle, topped with gazpacho consomme jelly and wasabi Tobikko.

The French foie gras slices are sandwiched with rice buns. Azuma Foods' new product creating an exquisite balance of the simplicity of Japanese mochi rice and the richness of foie gras.

JFC INTERNATIONAL INC PRESENTS

# SAKE EXPO

## Annual Sake Tasting Event in **Manhattan**

### Fall 2008 Event Features:

- *More Newly Arrived Items*
- *Sake Serving Demonstration*
- *Sake Presentation from Brewers (Kuramoto)*

Date : Thursday, September 18, 2008
Time : 12:00 PM - 5:00 PM
Place : East Room (11th Floor), *Loft Eleven*
336 West 37th Street, New York, NY 10018

Register online today at ***www.jfc.com/sakeexpo/***

**This is a *Business to Business* event and *Not Open to Public.***

*Participants must be 21 and over to attend this event.
*For more information, call JFC NY branch office at (718) 456-8805 or visit www.SakeExpert.com